

Contents

Introduction – Jacek Sobczak, Jędrzej Skrzypczak	7
---	---

Part I. Professionalism in Journalism. The Legal Status of Journalists

Chapter 1. Seeking a new model of journalism – Jacek Sobczak	11
Chapter 2. Challenges to journalistic professionalism: On technological change and epistemologies of journalism – Karin Wahl-Jorgensen	21
Chapter 3. Catalysts for professionalization of journalists – Tadeusz Kononiuk	27
Chapter 4. Freedom of speech – the imperative of truth and the right to good name. The case of <i>Bladet Tromsø and Stensaas versus Norway</i> – Wiesław Waclawczyk	39
Chapter 5. Independency or availability? Status of a journalist in the editorial office – conditions of employment, scope of authorizations, types of contracts – Joanna Taczowska-Olszewska	51
Chapter 6. The status of the profession of journalist – Maria Golda-Sobczak	71
Chapter 7. A Journalist's rights under Polish law – Bogusław Kosmus	85
Chapter 8. Some remarks on professionalization of journalism from a professional point of view Ryszard Sławiński , Journalism, the disintegrated profession	91
Piotr Frydryszek , A few remarks on professionalization of journalism	97
Chapter 9. Advertising Myths and Fouls – Bogusław Nierenberg	99
Chapter 10. Professionalization of journalism and the access of national and religious minorities to the media in Poland – Jędrzej Skrzypczak	107
Chapter 11. The role of the professional self-government in making and maintaining standards of journalistic ethics. Considerations on the background of professions of public trust and their legal forms – Katarzyna Golusińska	115
Chapter 12. Significance of compiling a dictionary of journalistic terminology – Dossan Baimolda, Akhmet Rakhat	121

Part II. New Media – New Trends in the Media Market

Chapter 13. What are 'new media'? – Jędrzej Skrzypczak	129
Chapter 14. Journalism as a profession and the challenges of technological and market determinism – Tadeusz Kononiuk	135
Chapter 15. The strategy of digital conversion of terrestrial television and radio in Poland – Jędrzej Skrzypczak	145
Chapter 16. Media content: regulatory challenges in the digital environment – Kateryna Afanasieva-Horska	157

Chapter 17. Discriminatory taxation of the electronic content of new media in the European Union's law and policy. Research hypotheses – Zbigniew Czachór	165
---	-----

Part III. Extreme Speech in New Media

Chapter 18. The language correctness of journalistic communication and the phenomenon of stereotyping and tabloidization of the mass communication media – Jacek Sobczak	175
Chapter 19. “Hate speech on the Internet” – difficulties with an objectified defining of the concept – Bartosz Hordecki	191
Chapter 20. Hate speech. Towards a research standard – Marek Troszyński	199
Chapter 21. Vulgarisation of the language of journalistic communication – Ksenia Kakareko	209
Chapter 22. Hate speech – website administrators' liability for content on website – Joanna Buchalska	219
Chapter 23. The issues concerning the liability of search engine operators – Katarzyna Chałubińska-Jentkiewicz	229
Chapter 24. Legal instruments aimed at countering hate speech – Dominika Bychawska-Siniarska	243
Chapter 25. Freedom of speech and its limits in the face of extreme speech – Robert Grochowski	253
Chapter 26. The ban on possession and presentation of objects containing content that promotes a totalitarian system or incitement to hatred. Between the actual need, hypersensitivity, populism and rational action of the legislature – Maria Loszewska-Ołowska	263
Chapter 27. Anecdote as an insult – Iryna Marynenko	275
Chapter 28. A letter to the editor, Hyde Park, graffiti on a wall or a garden? Whose technological and semantic space is co-created by the user-generated content in the Polish Internet? – Piotr Toczyski, Anna Gumkowska	285

Part IV. Lobbying in the Legislative Process of Media Law and Intellectual Property Law

Chapter 29. Shaping EU copyright law. Selected aspects of lobbying and EU policy-making – Agnieszka Vetulani-Cęgiel	295
Chapter 30. Audiovisual commercial communication and new advertising techniques in the audiovisual on demand services – Katarzyna Klafkowska-Waśniowska	313
Chapter 31. The control of the optical carriers' production – postscript after the decade of the regulation – Krzysztof Felchner	327
Contributors	331