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Summary of the Doctoral Dissertation

"The phenomenon of podcasting in Poland. An analysis of selected categories in the context of their social and marketing functions"

The doctoral dissertation titled "The phenomenon of podcasting in Poland. An analysis of selected categories in the context of their social and marketing functions" examines the development and functioning of podcasting in Poland in the 21st century. The analysis focuses on four categories of podcasts: those published by nationwide media, popularization of science, true crime, and commercial podcasts. The aim of the research is to demonstrate that podcasts are a phenomenal form of communication that can be utilized by various institutions and industries. The dissertation introduces a novel approach by defining and describing the functions of podcasts in the social and marketing spheres.

The starting point for the study of podcasts is the discussion and systematization of historical events related to the inception of podcasting worldwide. The emergence of this new form of communication necessitates defining the concept, determining its media genotype, and characterizing the leading genre within it.

Podcasting has become a new communication channel for traditional media and online portals. It has been adapted to deliver new content and thus has become a way to reach a new audience. Similarly, online creators, including popularizers of science, have found in podcasting a new tool to fulfill their mission of disseminating scientific knowledge. Podcasting is a new medium that shows a high degree of absorption of trends that dominate other media. An example of this dependency is the development of true crime podcasts, which have gained enormous popularity in the Polish market. Podcasting, as a way of transmitting audio content, has become part of content marketing alongside blogs and videos. The effectiveness of podcasting in promotional and image communication has been quickly recognized by marketers and used to create valuable content.

The presence of podcasting in many media spheres and industries proves that podcasts are a phenomenal form of communication that can be adapted to perform various social and marketing functions. In general, podcasts can be a tool for: building public opinion through

mass media, socializing within different social groups, educating and popularizing science, promoting goods and services, building an image, and supporting social safety.

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