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**The Media Image of Post-Accession Migration in the Opolskie Voivodeship
– Press Discourse Analysis**

Summary

This doctoral dissertation was focused on presentation of the media image of post-accession migration in the Opolskie Voivodeship. The indicated research area is unique in many cases in comparison with other Polish regions. The Opolskie Voivodeship is the smallest region considering its area and population number, multiculturalism, and due to its history, it is strongly related with Germany. Nowadays, the region is in the throes of many problems – particularly of demographic nature, which lead to depopulation of the voivodeship. Indicator, which acutely intensifies the negative consequences for the population number, is intensified migration (in particular labour migration). As Opolskie Voivodeship is an interesting exemplification of migration region in the author's opinion, it is a very good field of research.

The main goal of the paper, concerning media image analysis of post-accession migration in the Opolskie Voivodeship, was conducted by press discourse analysis in which the object of research was both press from Opolskie Voivodeship and national press. In this dissertation two specific goals were also formed. First of these goals was analysis of Opolskie Voivodeship specificity as the region with high level of labour migration in the regional press perspective, in comparison with the migration picture which is created by state press (presentation of migration phenomenon of Opolskie Voivodeship against a background of Poland). Implementation of the second specific goal has allowed to show evolution of media image of migration in the Opolskie Voivodeship and in Poland by the analysis of migration image which was presented in the press in selected time periods in 2004, 2011 and 2016.

With a view to goals which were implied for implementation in this dissertation, the author formed two research hypotheses. First of them states if “actual” picture of migration from Opolskie Voivodeship enables us to call it a migration region, phenomenon of Opolskie Voivodeship as the migration region is manifested also in the way of media image of migration creation in regional press. Second hypothesis was that the media image of migration has evolved over time – from the positive one, which accompanied the euroenthusiastic moods on the threshold of Poland's accession to the European Union to more negative one, which was the consequence of as follows: change of migration character, growing social, demographic, economic and political problems, influenced by migration processes, and also situational

contexts determined by initial events from periods pointed out in the study.

Assumptive hypotheses were verified by answering following research questions: Can Opolskie Voivodeship be called a migration region (especially in the context of changes which have been happening after Poland's accession to the EU)? Is the phenomenon of the Opole region showed in the press? If it is, in what way? In what areas the differences in the media image creation were observed at the voivodeship and state level? How the created image of migration evolved over time? What kind of factors contributed to changes in the media picture of migration? In what way did the situational context, determined e.g. by the initial events for the given period of analysis, affect the media image of migration?

The topic that is discussed in this dissertation is a combination of studies connected with discourse analysis and media agenda-setting in the important issue for Opolskie Voivodeship which embraces migration processes. Thereby the author expresses the confidence that this doctoral thesis may be a supplement of literature and extension studies concerning both practical press discourse analysis and media image creation and also migration processes as well as development policy, formed on the regional level. In spite of wide range, the paper does not fully develop the analyzed topics, giving another researchers possibility of unraveling and exploring aspects which are discussed in this dissertation.