

Abstract of the doctoral dissertation of Malgorzata Kosiarz, MA, entitled *Images of coaching in the media in Poland*.

The research problem of this dissertation concerns the image of coaching in the media in Poland. The overriding value behind the idea of this dissertation was to comprehensively cover the topic of coaching in traditional and new media within a single dissertation and to present the perspective of both coaching clients, coaches, non-coaching people and representatives of coaching organizations. The dissertation has a theoretical-empirical structure.

The first chapter describes the role of the media in the modern world. The first part of the chapter refers to the topic of the information society. Its definitions are presented, its development is described and PwC research showing the development of global ICT companies is cited. The second subsection describes traditional media. Definitions of media are given, their functions are described, their division and a historical outline of traditional media in Poland. This part of the subsection is supplemented by data from the Press Distribution Control Association, Kantar Polska, Nielsen Audience Measurement on the ownership structure of the media in Poland. The third subsection characterizes the new media. It points out the differences between old media and new media, lists the characteristics of new media, characterizes the concepts of social media, social networks and convergence and mediamorphosis. Reference was also made to the Global Digital Report 2023 and Mediapanel research showing changes in the field of Internet and new media in the world and Poland. Meanwhile, in the last subsection, attention was focused on the issue of mediatization. Its theoretical framework in selected areas of social life was discussed. The concepts of mediatization (mediation) and mediatized society were also characterized.

The second chapter deals with the theoretical foundations of coaching. The first subsection presents the genesis and selected definitions of coaching in scientific terms and those proposed by coaching organizations and coaches. The next subsection presents the relationship of coaching to selected psychological currents and therapy, as well as distinguishing coaching from other forms of support. The subsection closes with a description of the varieties of coaching.

Chapter three of the work describes images of coaching in the traditional media, which are based on qualitative research conducted by the author. The first subsection covers the general

press. The analysis includes selected publications in: "Gazeta Wyborcza", "Rzeczpospolita", "Dziennik Gazeta Prawna", "Newsweek Polska", "Tygodnik Powszechny", "Polityka", "Miesięcznik Egzorcysta", "Twoim Styl" and "Newsweek Psychologia". In the next section of this chapter, the qualitative analysis covered the trade press, of which "Coaching" magazine was an example in the coaching community. The third subsection qualitatively analyzed selected radio programs on both public (PR 3, PR24, Czwórka, Polskie Radio Dzieciom) and commercial (Radio TokFm, Radio Chillizet) radio stations, as well as television programs on public (TVP1, TVP2) and commercial (TVN, Telewizja Republika) television stations.

Chapter four describes coaching in new media. In the first part of this chapter, a quantitative survey of statements about coaching on the Internet was conducted. SentiOne's research tool for monitoring Internet users' opinions was used to conduct the analysis. The second subsection presents examples of references to coaching in selected Polish-language podcasts on Spotify, videos on the YouTube platform and Internet memes.

The final, fifth chapter presents the image of coaching in the media from the perspective of coaches, coaching clients, non-coachers and coaching organizations, based on the author's own research. The individual subsections include an analysis of the author's survey conducted electronically using Survio software with individual groups of respondents. The survey research is supplemented by individual in-depth interviews with coaches (Agnieszka Sowińska-Wróbel and Malgorzata Misztal) and three interviews with representatives of coaching organizations (Malgorzata Binias-Wilga, Katarzyna Krupinska Obel, Bartosz Berendt).