

SUMMARY

The forms of dialogue in Polish sports videoblogs in the light of media linguistics

The aim of the doctoral dissertation is to characterize forms of dialogue in Polish videoblogs run by sports journalists on YouTube. The analysis allows answering the key questions: How are the forms of dialogue used in Polish sports vlogs? What are the characteristics of a videoblog considered as a form of media expression? What is the structure of dialogue in Polish sports vlogs? What are the characteristics of the relationships between the sender and the audience?

The considerations presented in the dissertation are the result of an analysis of research material consisting of 120 episodes taken from 6 sports videoblogs published on YouTube. They are: “KOstyra SE”, “Prawda Futbolu”, “Prawda Siatki”, “Polsport — Michał Pol”, “Tomasz Cwiąkała” and “Foot Truck”. The forms of dialogue appearing in online videos are analyzed from the perspective of media linguistics. The choice of this subdiscipline as the primary one is mainly dictated by its openness to different ways of description and multifacetedness. For this reason, various research methods were used in the analysis. Firstly, the description of videoblog uses the concept of genre in the form of a collection developed by Maria Wojtak. Secondly, the presentation of the dialogue structure uses elements of text linguistics, including considerations by Małgorzata Kita, Magdalena Ślawska and Iwona Loewe. Thirdly, in the characteristics of the relationships between the sender and the audience in Polish sports vlogs the author uses elements of pragmatics, including the basic norms of linguistic politeness presented by Paul Grice, Geoffrey Leech and Małgorzata Marcjanik.

The dissertation consists of eight chapters. The first is methodological and introductory in nature to the contents of the work. It presents the subject and the aim of the study, individual stages of the analysis and research process. This part also shows the state of mediolinguistic research on the relationship between media and sports — this is important because of the dissertation's subject matter. In addition, the research material was characterized.

The next three chapters, in which content of a theoretical nature is combined with own conclusions, are centered around several key words from the point of view of the research

conducted. They are: *dialogue* (chapter two), *new media*, *social media*, *social networking site* (chapter three), *blog*, *videoblog* (chapter four). The second chapter refers to considerations centered on dialogue. The author presents the multiplicity of answers to the question of what dialogue is and pays attention to the interdisciplinary nature of research related to dialogue and its media variety (media dialogue). This part takes into account dictionaries, philosophical and literary studies, as well as analyses of dialogue made so far by Polish linguists. Also presented is a twofold understanding of the term dialogue: first, dialogue as a form of subjunctive and interchangeable speaking by the speaker and the listener, and second, dialogue as a meeting that is aimed at building a relationship based on partnership, cooperation and understanding.

The third part of the dissertation deals with issues related to new media communication. On the basis of the literature on the subject, the transformations that have taken place since the advent of social media to the present day were presented. A separate subsection characterizes YouTube, which is the place of origin of the analytical material. It was discussed as an atypical service, performing various functions, changing under the influence of technological development. In view of the media and sports issues addressed, such issues as: the current place of the sports journalist in the mediasphere, the degree of influence of social media on journalistic work, presenter migration in audiovisual media, the activity of journalists in the blogosphere, especially in the vlogosphere, are also developed.

The fourth chapter shows the evolution of the blog from the publication of its first forms and its perception as an online diary to the spread of its audiovisual variety — the videoblog. Such considerations are supported by a bibliographic search taking into account literary, media studies and linguistic approaches. They allow to highlight the hierarchy of concepts (blog and its type: videoblog), as well as to describe vlog as a new form of media expression.

The fifth part is a continuation of the considerations contained in the fourth chapter. Based on observations of Polish sports videoblogs published by journalists on YouTube the author presents vlog as a genre in the form of a collection. Bearing in mind its hypertextual structure, the analysis was divided into two steps: the first related to the broader view (the videoblog as a whole built from the main page and the video page), and the second to the narrower one (the videoblog episode). In this part of the dissertation, it is particularly important to look at how dialogue is realized in the videoblog and to see what components of the vlog facilitate interaction between Internet users.

In the study of dialogue forms occurring in the media sphere, the components that make up a communicative situation cannot be overlooked. This issue is devoted to a part of the sixth chapter, which focuses on the following elements: participants (distinguishing the videoblog

host or hosts, guests and viewers), time and place of the dialogue. The second part of the chapter is dedicated to the analysis of the dialogue structures revealed in the sports videoblogs on both communicative levels (micro- and macro-situational), affecting the course of the exchange. For this, the genre patterns made present in the studied form of expression are indicated: interview, media conversation, commentary, Internet chat, discussion.

Media communication is carried out on two levels: micro-situational (direct communication between videobloggers) and macro-situational (indirect exchange between the medium and the media recipient). For this reason, the author separates the concepts of *partnership* and *communality* — the former is more closely linked to the micro-situational plane, and the latter to the macro-situational. The seventh chapter characterizes the relationship between dialogue participants within the microsituation. Partnership was presented as a type of contact occurring in dialogue forms in a sports videoblogs, which is enhanced by the use of rules of linguistic politeness. The eighth chapter focuses on the factors intensifying communality and building closeness between videobloggers (journalists) and their guests and fans (viewers) during verbal exchanges conducted through the videoblog. Common interests and the resulting similarity of subject areas, as well as the use of linguistic means that build the specific language of the group, were considered to be the elements connecting the interlocutors. The work is crowned with a conclusion presenting the most significant conclusions of the analyses. This section verifies the validity of the hypotheses set at the beginning of the study.

Key words: media dialogue, YouTube, social media, audiovisuality, mediolinguistics, sports in the media, sports journalism