



Horyzonty Polityki
2023, Vol. 14, N° 48



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DOI: 10.35765/HP.2415

Wpływ zarządzania i ekonomiki mediów na funkcjonowanie polonijnego radia w nowojorskim eterze

Streszczenie

CEL BADAWCZY: Celem naukowym artykułu jest zbadanie przyczyn zniknięcia z nowojorskiego eteru radia dla Polonii.

PROBLEM I METODY BADAWCZE: W jakim stopniu zarządzanie i rynkowe uwarunkowania przyczyniły się do upadku polonijnego radia? Czy radio polonijne ma szanse na odrodzenie? Jakie są perspektywy rozwoju polonijnego radia? Z uwagi na słabo udokumentowaną tematykę polonijnego radia znaczącymi metodami badawczymi były: *oral history*, analiza zawartości prasy. W celu pogłębienia analizy zastosowane zostały także metody: opisowa, historyczna i porównawcza.

PROCES WYWODU: Na tle fal emigracyjnych zostało przedstawione radio polonijne, następnie procesy zarządzania i ekonomika jako znaczące elementy funkcjonowania tego radia w przestrzeni nowojorskiej. W dalszej części zawarto nowe kierunki rozwoju radiofonii polonijnej i wnioski końcowe.

WYNIKI ANALIZY NAUKOWEJ: Poszczególne fale emigracyjne niosły różne uwarunkowania, w których funkcjonowało polonijne radio. Wszystkie radiowe przedsięwzięcia borykały się z problemami finansowymi. Brakowało profesjonalnej kadry menedżerskiej znającej rynek mediów w USA oraz solidnego zaplecza technicznego.

Sugerowane cytowanie: Leja, B. (2023). Wpływ zarządzania i ekonomiki mediów na funkcjonowanie polonijnego radia w nowojorskim eterze. *Horyzonty Polityki*, 14(48), 197–215. DOI: 10.35765/HP.2415.

Strategiia Regulirovaniia Ekonomiki

Wolfgang Guggemos



Strategiia Regulirovaniia Ekonomiki:

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Table of Contents Strategiia Regulirovaniia Ekonomiki

1. Understanding the eBook Strategiia Regulirovaniia Ekonomiki
 - The Rise of Digital Reading Strategiia Regulirovaniia Ekonomiki
 - Advantages of eBooks Over Traditional Books
2. Identifying Strategiia Regulirovaniia Ekonomiki
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Strategiia Regulirovaniia Ekonomiki
 - User-Friendly Interface
4. Exploring eBook Recommendations from Strategiia Regulirovaniia Ekonomiki
 - Personalized Recommendations
 - Strategiia Regulirovaniia Ekonomiki User Reviews and Ratings
 - Strategiia Regulirovaniia Ekonomiki and Bestseller Lists
5. Accessing Strategiia Regulirovaniia Ekonomiki Free and Paid eBooks
 - Strategiia Regulirovaniia Ekonomiki Public Domain eBooks
 - Strategiia Regulirovaniia Ekonomiki eBook Subscription Services
 - Strategiia Regulirovaniia Ekonomiki Budget-Friendly Options
6. Navigating Strategiia Regulirovaniia Ekonomiki eBook Formats

- ePub, PDF, MOBI, and More
- Strategiia Regulirovaniia Ekonomiki Compatibility with Devices
- Strategiia Regulirovaniia Ekonomiki Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Strategiia Regulirovaniia Ekonomiki
 - Highlighting and Note-Taking Strategiia Regulirovaniia Ekonomiki
 - Interactive Elements Strategiia Regulirovaniia Ekonomiki
- 8. Staying Engaged with Strategiia Regulirovaniia Ekonomiki
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Strategiia Regulirovaniia Ekonomiki
- 9. Balancing eBooks and Physical Books Strategiia Regulirovaniia Ekonomiki
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Strategiia Regulirovaniia Ekonomiki
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Strategiia Regulirovaniia Ekonomiki
 - Setting Reading Goals Strategiia Regulirovaniia Ekonomiki
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Strategiia Regulirovaniia Ekonomiki
 - Fact-Checking eBook Content of Strategiia Regulirovaniia Ekonomiki
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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