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MOST IMPORTANT INITIATIVES, MAIN PROBLEMS, PROSPECT OF EVOLUTION
(Edukacja medialna w Polsce w latach 2008 – 2011. NAJWAŻNIEJSZE INICJATYWY,
GŁÓWNE PROBLEMY, PERSPEKTYWA ROZWOJU)

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Abstract: The article is an analysis of major social initiatives in media education in Poland in the years 2008 – 2011 and an presentation the main problems with its promotion. The important innovation and inspiration are the new recommendations and EU directives on media education. The author discusses plans of a national strategy for media education, plans for implementation media education as a school subject of its own, shows initiative and new social media educational organizations and evaluate the new legal changes in polish law.