Pluralism, transparency, and accountability: new European Union’s Regulations in the field of Media and Digital Technology

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ABSTRACT
The aim of this article is to present the European Union’s legislative actions regarding media and digital platforms, whose aim is to organize the digital services market and enhance their level of accountability and transparency. A challenge of the current decade is also the necessity to adopt regulatory frameworks in the common market area for artificial intelligence technologies. Research method: The text employs a desk research method and legal document analysis. Results and conclusions: In the European Union’s broad media policy, there has been a clear reorientation of actions, marked by media freedom and pluralism, and their role in democracy. The Union also has the opportunity to remain a global creator of regulatory standards for companies in the digital service provider sector. Cognitive value: The article presents current legal solutions in the field of media and digital services, highlighting aspects of transparency, pluralism, and the importance of protecting fundamental rights and democratic values in the context of their activities.

KEYWORDS
European Union, media freedom, transparency, internet platforms, artificial intelligence