

Summary

The doctoral thesis entitled “The issues of communicating with the local community in the revitalization programs in the Silesian Voivodeship” presents the analysis of the communication reality in the revitalization programs pursued or planned in the cities and local communes in the Silesian Voivodeship.

The revitalization programs were chosen due to its specificity in the Polish cities and the fact that urban problems are affecting about 60% of the whole population of the country (in the Silesian Voivodeship it is even higher – 79%). Revitalization meant to stop the degradation of the urban space and activate its development, has been warmly welcomed by local governments and communities.

The subject of the research are the communication strategies or their elements present in the documents of the Local Revitalization Programs in the Silesian Voivodeship, as well as chosen projects that are part of such programs. The mixture of qualitative and quantitative research methods are used within the grounded theory applied in this thesis. The thesis involves also a thorough presentation of the Law about Revitalization (9.10.2015) and the analysis of the conformity of the analyzed programs and local practice with the existing law.

In the first chapter of the thesis the theoretical aspects connected to the definition of local communities are presented together with the presentation of the characteristics of the Silesian Voivodeship and the metropolitan union created with the Law about the Metropolitan Union (9.03.2017). The phenomena of the localism, regionalism and social capital are presented, which can help to explain the local activism or its lack in the analyzed programs.

The second chapter is devoted to the topic of the revitalization of the cities. It is the effect of the interest of the author in the revitalization processes happening in the urban spaces. In the chapter the particular elements and actors of the revitalization are analyzed, as well as the theoretical discussion on the changes in the land management and planning.

The third chapter is focused on the communicational aspects. The specificity of the communication with the local communities is presented, as well as the contemporary concepts and the ICT tool used in the local communication. The important part of the chapter is the presentation of the local media and its role in the communication with localities.

The specificity of the research conducted in agreement with the grounded theory is the reason why the author decided to present her methodology and research process in the

beginning of the chapter four. The second part of the chapter presents the research data as well as their analysis. The analysis involves not only the quantitative analysis of the documents of Local Revitalization Programs, but also the qualitative analysis of the deep interviews that she conducted in the period of her research from 2012 to 2016.

The fifth chapter presents the conclusions coming from the theories and conducted analyses, which can be useful in the practice of the communication with the local communities. It is the result of the aspiration of the author to make a thesis that will be useful for the work of practitioners preparing and conducting the revitalization programs. The model of the strategy of communication in the revitalization program is presented in this chapter.