

Abstrakt

The aim of this dissertation thesis The social communication of local government based on the example of cities which make up Metropolitan Association of Upper Silesia is to present relations between local authorities and local government media.

It outlines theoretical and practical aspects of information sharing, relevant to integration and activation of local government community.

By investigation of communication policy in the research field, consisting of cities (with powiat status) within Metropolitan Association of Upper Silesia, it presents expenditures targeted at city promotion and provides tools available in the process of information spreading. The objective of this thesis is to describe local governments' activity from recipients' perspective.

The examination of communication strategies helps to investigate the controversy around local government media and its presence on the competitive market, where -thanks to technological development- local government is not only a press publisher, but also the internet and social services operator.

The aim of this thesis is to present the research results and residents' opinions about media. It concentrates on the their perception of local government media and establishes its role and significance in residents' right to obtain reliable information.

