

The summary of the PhD dissertation entitled:

**Urban policy in the marketing of the presidents of the biggest cities of Lower Silesia**

The main aim of the dissertation is to analyse the connection between urban policy and the marketing activity of the presidents of the four biggest cities of Lower Silesia during local government election campaign. Although the dissertation discusses the issue of the competition for power in Wrocław, Wałbrzych, Legnica and Jelenia Góra, it concentrates on the activities of the presidents perceived as the most important local political actors. The choice of Wrocław, Wałbrzych, Legnica and Jelenia Góra proves to be justified not only by their current administrative status but also their demographic and developmental potential. The time frame of the dissertation is stipulated by the first (in 2002) and last (in 2014) direct elections of village mayors, mayors and presidents of cities.

The assumption that urban policy may be interpreted in the two contexts: pro-developmental (*urban policy*) and electoral (*urban politics*) determines the way of analysing the extensive empirical material and, hence, the structure of the dissertation which encompasses four chapters.

The first chapter presents the development of the scientific reflection on urban policy as a theoretical concept. Moreover, it concentrates on functional aspects (institutional and legal) developed on the European level (within the EU) and the national one (in Poland). The second chapter is a discussion on the role and importance of marketing in the contemporary urban policy. In the first place, the strategic and tactic dimensions of city marketing are presented. The two dimensions accompany the considerations devoted to electoral marketing. The last part of the chapter is an attempt to comprehensively conceptualise presidential marketing as a universal research category. The third chapter concentrates on the urban policy in Lower Silesia: in Wrocław, Wałbrzych, Legnica and Jelenia Góra. In accordance with the adopted assumption the considerations emphasise not only the pro-developmental context of urban policy but also the electoral one. In the first case, the analysis covers strategic and tactic levels, whereas in the second one - the levels of a president and a council. In the last fourth chapter the author presents the multi-factorial analysis of the positions of the presidents of Wrocław, Wałbrzych, Legnica and Jelenia Góra in the systems of urban policy. Thanks to putting it in a specific, namely the Lower Silesian context, it is possible to measure the position according to the construed index. In the final part of the dissertation, the mechanisms

and forms of the marketing application of urban policy during local government election campaign are presented.

The use of several complementary research methods (such as systemic analysis, comparative analysis and content analysis) allows the author to verify five hypotheses. The crucial systemic connections of urban policy and the marketing activity of the presidents in question are illustrated. Due to the placement on the local arena and the wide range of powers assigned to the presidents, the activity integrates the elements of *city marketing* and *electoral marketing*. This, in turn, conditions the effectiveness of the pursued strategy of an "eternal president". In all the analysed cases the author specifies a model of communication with citizens-voters which is a result of an institutional position of a single authority of executive power.

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