

Ethics in public relations entities in the cities with county rights of the Silesian Voivodeship [PL: województwo śląskie]

The purpose of this thesis is to present ethical and professional dilemmas of PR workers operating in the area of all nineteen cities with county rights of the Silesian Voivodeship - large and developed cities operating in the same region, with similar structures, being locations for professional institutions and dynamic enterprises, where important initiatives are implemented, also struggling with similar problems. All the above elements influence high professionalisation of public relations activities carried out in these cities, which is important from the perspective of this thesis. The author aims to present the issues related to professional ethics in the area of public relations branch, discuss the PR standards and their purpose as well as show how PR workers perceive their work.

Working on this thesis started in October 2014 and was completed in September 2017. The thesis consists of six chapters. Two chapters are theoretical and present the issues related to ethics, public relations and operating of local press. Next four empirical chapters present the results of research projects carried out by the author.

Implementation of the objective and verification of hypotheses involved carrying out a survey among three groups of professions:

1. employees of city halls in cities with county rights of Silesian Voivodeship, who carry out activities related to public relations (spokespersons, people employed at press offices, departments of promotion, units of public communication, etc.)
2. employees of public relations agencies, as well as marketing and advertising agencies who declared carrying out activities related to public relations or are involved in them,
3. journalists of the local media in cities with county rights of Silesian Voivodeship (media that are equity-related to the local government).

Second research project, which complemented the results of survey research, involved carrying out in-depth interviews with six professionals mentioned above: two officials, two representatives of public relations agency and two journalist of local government media.