

## **Summary of PhD thesis**

**Sebastian Maj**

### **“INFORMATION AND IMAGE POLICY OF THE POLISH POLICE IN 1999-2015”**

Supervisor: Prof. UO dr hab. Marek Chyliński, Institute of Political Sciences and Administration, UO

Supporting supervisor: Dr. Ewa Skrabacz, Institute of Political Sciences and Administration, UO

The work was carried out at the Institute of Political Sciences and Administration of the University of Opole

The presented dissertation concerns a narrow and specific segment of the activity of the Polish Police, which is information and image policy. The Police is the largest employer in Poland, employing over 120,000 people. The time frame of the trial was limited to the years 1999–2015 due to the administrative reform of the country and a quarter of a century of formation established by the act of 1990.

The scope of the work includes a broad analysis and evaluation of efforts to achieve and maintain a high level of social trust, which is the functioning of any police structure in a democratic system.

The subject of shaping the image in the Police and information policy has not yet been comprehensively elaborated on in Polish scientific literature. The lack of these studies seems surprising in the context of the fact that police activity, in particular criminal activity, is considered an exceptionally media subject. The already prepared studies are based on the belief that the very establishment of public relations structures in this organization will bring positive results.

Each chapter analyzes, develops and verifies research problems based on various sources. The work focuses on the verification of three hypotheses and the research questions assigned to them.

Most of the observations and judgments were based on independent observations of the processes taking place in the formation in question. This should be an asset to the job. In addition, when creating the work, the following were used: public opinion polls concerning the Police, in particular prepared by independent public opinion research centers; reports on job satisfaction of police officers and civilian employees of the Police; extracts from press publications in national daily newspapers; expert interviews with press spokesmen in the Police and persons responsible for international cooperation; journalists dealing with police issues; analysis of statistics, including crime; surveys on the image of the Police and the State Fire Service and the correlations between the two uniformed services in this field. Research methods characteristic of the social sciences were used. It is unique to create an exhaustive list of the most important crisis situations that took place in the Police in the years 1999-2015. This study includes the diagnosis of the actual state and the effects caused by the event. Thanks to this, it was possible to determine the factors influencing their formation and ways to solving image crises.

On the basis of the conducted research, general guidelines for the image of the anti-crisis strategy in the Police were formulated, but they are universal enough to fit the entire Polish public administration, allowing for effective media crisis management.