CITIES IN A CHANGING WORLD:
QUESTIONS OF CULTURE, CLIMATE AND DESIGN

• Paper / Proposal Title:
Losing Structure – Finding Structure
What we have lost and what we can gain?

• Author(s) Name:
Mgr. Jitka Cirklová, M.A., Ph.D.

• University or Company Affiliation:
University of Finance and Administration

• Abstract (300 words):

The vulnerability of the globalized world has been talked about for many years. The fact that the coronavirus crisis gives us new opportunities is slowly becoming a cliché. But we realized how fragile our social reality is, how easy it is to almost interrupt and stop everything we took for granted in a matter of days. What do we want our society to look like and what reality we will return to? Will we continue with the current (difficult to sustain) model? OR Will we invest our time, money, creativity both – socially, economically, ecologically?

Successful management and development of cities, towns, and urban areas are based on the understanding of the real needs and experiences of those who live in them – its citizens. Traditional ways to city management and decision-making often run on little data or without an in-depth analysis of the key stakeholders and their needs. A low level of satisfaction creates an endless spiral of inefficiencies and animosity. It is possible to meaningfully engage stakeholders in a process of any complexity and to create an environment of constant information flow and social consensus-building while making decisions that would improve the quality of life of all and help create sustainable cities and communities with strong and transparent institutions.
Our students created a visual patchwork of an annotated photos of examples of good practices they consider important and would like to keep as part of the better post-COVID society we all wish for. Here we can find elements and reality that is completely new - remote work and online education. Some activities are rediscovered under new circumstances – crafts or cooking, material objects - cottages and weekend houses. As well as intangible values (the importance of family and friends), perspectives and standpoints of privileged and marginalized. While all images reflect unique and personal demands, they are all interrelated.

https://losingstructuresfindingstructures.wordpress.com

• Author(s) Biography (200 words each):

Mgr. Jitka Cirklová, M.A., Ph.D. is a sociologist at the University of Finance and Administration in Prague, Deputy Head of Department of Marketing Communication. She completed her Ph.D. in Sociology at the Charles University in Prague and her M.A. studies at the Hebrew University in Jerusalem, Israel. Jitka currently teaches graduate courses in Sociology, Sociological Research, and Consumer Culture. The focus of her research work is in the Sociology of culture, identity and transformation of lifestyles, and intergeneration changes of value models. Jitka is also responsible for the Internal research projects that involve students participations https://consumesustainablyvvsfs.wordpress.com.

Focus of research projects is on value models and business practices of people inspired by sustainability that suggest different preferences and choices these people are making while forming the identities within a community.

Her interest in the theoretical, methodological, and empirical issues of qualitative research is of a prolonged character. She concentrates continually on using the emic perspective of the active participants fortified by the content, narrative, and visual analysis by using the innovative methodology of Engaged Photography and Netnography. She contributes to the research area by exploring the further understanding of adaptation processes and cultural accommodation of new concepts, values, and ideas in our communities.