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

• Paper / Proposal Title:
Image of a city – research evaluation

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• Abstract (300 words):
The city's role is critical to human development. City is the scene of social and environmental changes (Nations and United Nations 2018). Therefore it is really important to study of city-forming processes, not only in urbanize and architecture perspective, but also in social-communication area of research. During my speech I would like to present study research about image of a city, in which I have tested via quantitative and qualitative methods the communication construct of the city from its audience (citizens) perspective. These study shows a great role of communication in forming change inside and around the cites, because it shows, how citizens describe city by open-ended spontaneous responses in general categories: associations with city, functions of the city, construct of city audience (who is the citizen), the difference between city and village, rural area, etc., image of a city. The project I would like to present is just in a first phase – studying the problem only in a polish context. I think and I hope, that the conference would a great opportunity to find a science partner to develop this project.

• Author(s) Biography (200 words each):
Communication expert. He holds a doctorate in humanities (thesis title: market differentials in polish advertisement. Assistant Professor at the Department of Graphic Design at SWPS
University, Vice Dean of Communication Faculty and Vice Director of Design Institute. Professionally, he is interested in theory and practice of design communication and, in particular, in inclusive, participatory and sustainable approach to design. Editor of Manual and Communication Design series publications. Author of books and articles on advertising, design process and sustainable design. Additionally, he designs and consults on strategy, corporate image, and communication policies for companies and institutions. His clients include NEONET, PDG, Ministry of Science and Higher Education, and the University of Wrocław. Blogger: na—magazynie.