

PhD thesis concentrates on information policy on the internet implemented by authorities in three middle – sized towns: Radomsko, Bełchatów and Piotrków Trybunalski. The towns are situated in the south of Łódź Province and are generally similar. However, they differ in history, strategy and the image idea, organisation structure and budget as well as media management. The subjective scope concerns, on one hand candidates taking part in local elections, on the other hand mayors already managing the towns along with their spokespeople. Moreover, this thesis is about local community who receive local news. Time frame shown in the research is between 2010 – 2014.

The main research thesis is that the Internet plays a significant role in political communication in towns. Taking into account objective scope, it is a channel made by new means which are used to communicate certain content. In subjective scope it can be electronic agora for active and engaged citizens and space for virtual public sphere.

In the thesis the author uses system analysis, historical and comparative analyses. In empirical part of the thesis, she examines the content from social networking sites. Moreover, she also focuses on the data gained during individual interviews with spokespeople. The analytical tool provided by Sotrender Company is also used in the thesis.