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## **SUMMARY OF DOCTORAL DISSERTATION**

### **Promotional activities of the Ministry of National Defense and the attitudes of young people towards the armed forces**

Providing security is the first and indispensable condition for the development of the state, therefore getting to know the attitudes of young people towards the armed forces, and the process of shaping these attitudes will give a more complete picture of the individual with regard to the surrounding social reality. Currently, both promotional activities in the Ministry of National Defense and the search for the relationship between the Ministry and attitudes of young people towards the armed forces have not yet been researched and published, and the existing scientific achievements in this area are based mainly on press materials.

Bearing in mind the above, the aim of the doctoral thesis is to try to establish a relationship between the promotional activities of the Ministry of National Defense and the attitudes of young people towards the armed forces.

The conducted research is based on the method of diagnostic survey because of its application in the study of populations distinguished on the basis of demographic or geographical features and collectively identified by the type of behavior or type of experience.

The survey was conducted with the use of the questionnaire, interview and document research techniques. As a research tool, a questionnaire was used, among others, with the use of Likert scale, adopted scale of the social distance of Emory Bogardus and the questionnaire of the semantic differential.

The dissertation consists of six chapters. The first two constitute the theoretical part of the thesis. The whole of considerations, analyzes of the theory of attitudes, their origins, features, classifications, shaping and changes are presented in the first chapter. The aim of this chapter was to show selected theories of attitudes referring to the behaviorist tradition, to the sociological concept and cognitive theories in psychology. The first chapter points out the components and the mutual relations between them were and presents the problems of acquiring and changing social attitudes as well as factors influencing their formation.

The second chapter attempts to analyze the importance of promotional and advertising activities in building the organization's image. The starting point is the very definition of the enterprise, organization, concepts of armed forces and their elements (military units, institutions). In the further part of it an analysis of promotional activity in the National Defense District was made in the context of legal regulations contained in the decision of the Minister





of National Defense of 29 April 2008 on promotional activities in the Ministry of National Defense (decision No. 212 / MON, 2008).

The third chapter focuses on the presentation of the methodological assumptions of own research. The conducted research was of verification nature, as the determinants of change in youth attitudes (promotional activities for the armed forces) are known, and the effects of these activities are unknown. In addition, they fulfill the explanatory purpose, because they concern many variables, examine their mutual relations at more than one angle and enable widening and supplementing the existing knowledge. This chapter formulates the main problem and specific questions. It also adopts the research methods, techniques and tools and determines the research schedule.

The fourth chapter analyzes the contact of the examined youth with promotional activities undertaken using particular media, polygraphy, other elements indicated in the decision on promotional activities towards the armed forces. The analysis was based on the data from the questionnaire and was referred to the socio-demographic factors of the examined youth.

The fifth chapter contains a comprehensive analysis of the attitude of youth towards the armed forces based on the analysis of the results of a cognitive, behavioral and emotional component. The results for the cognitive component allowed to determine the level of knowledge in the field of armed forces, security and defense. In the case of the behavioral component, they allowed to indicate the degree of inclination of the examined youth to maintain diverse, in terms of closeness, social relations with soldiers. On the other hand, for the emotional component they made it possible to determine the feelings accompanying the respondents to the armed forces. The analysis also included the influence of socio-demographic factors of the examined youth on individual components of attitude.

The sixth chapter analyzes the relationship between promotional activities undertaken by the Ministry of National Defense and cognitive, behavioral and emotional components. The result of the analysis is the basis for confirming the hypotheses adopted in this dissertation.

The dissertation is completed by the ending, which contains a summary of the conducted analyzes and formulates conclusions for didactic-educational and educational work. The dissertation also contains a bibliography and a list of attachments.

