

Mgr Agnieszka Kamińska

Title: Communication strategies of women's non-governmental organizations in the city of Lublin and the Lublin county in 1999-2018

Key words: communication, social communication, third sector, women's non-governmental organizations, Koła Gospodyń Wiejskich, women's civic activity

Non-governmental organizations in a democratic state play an important role, because freedom of association is one of the basic rights of citizens and is considered a human right. In addition to integrating and activating citizens, they meet the needs of society members that are overlooked or ignored. This applies primarily to marginalized groups, such as ethnic, national and sexual minorities, but also to women.

The basis for the effective functioning of third sector entities is undoubtedly efficient communication and reaching the target group, which ensures appropriate promotion of activities.

The aim of this dissertation is to analyze the methods of communication of women's non-governmental organizations, which also include Koła Gospodyń Wiejskich. The intention was also to compare the state of affairs proposed by third sector entities with the actual state in terms of their functioning. This, in turn, allowed us to assess the condition of the segment of non-governmental organizations taking action for women.

The main assumption of the work was that the communication of women's non-governmental organizations is aimed at creating a community.

Qualitative research methods were used, the key of which was an in-depth individual interview with representatives of the organization and independently developed surveys containing open questions. The material from the sources retrieved was analyzed and categorized. An analysis of source documents from the Krajowy Rejestr Sądowy, Urząd Miasta Lublin, Starostwo Powiatowe in Lublin, Agencja Restrukturyzacji i Modernizacji Rolnictwa and press materials was also used.

The research area includes associations (so-called registered and ordinary - unregistered), foundations, informal groups and Koła Gospodyń Wiejskich operating in the city of Lublin and communes of the Lublin county. A time frame was used, which runs from January 1, 1999, when the new administrative division was introduced, to December 30, 2018, because that was when new regulations on the operation of Koła Gospodyń Wiejskich came into force.

The work has a problematic structure and consists of four chapters. Two of them are theoretical in nature and constitute an analysis and description of key issues related to the

communication process, civil society and the functioning of non-governmental organizations in civil society. The description of women's specific model of communication turned out to be important. The next two chapters contain the results of empirical analyzes based on source material in the form of interviews and surveys. On their basis, methods of communicating women's non-governmental organizations and Koła Gospodyń Wiejskich, which constitute their unique type, were determined.

During the research process, it was shown that the communication of women's non-governmental organizations is aimed at creating and maintaining a community, which is the basis for effective action and, at the same time, a deep relationship between group members. It was established that associations working for women constitute an important segment of the third sector and fill the gap in pro-women activities in the aspects of education, culture, history and tradition, health, social integration, civil society, ecology, charity, publishing, and building spatial order. In view of the above, it should be stated that the organizations examined can be considered an important expression of civil society.

The conclusion also includes tips for non-governmental organizations on effective communication and a demand for cooperation between public administration bodies and the third sector segment

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