

# THE ROLE OF GENDER IN COMMUNICATION WITH CITIZENS

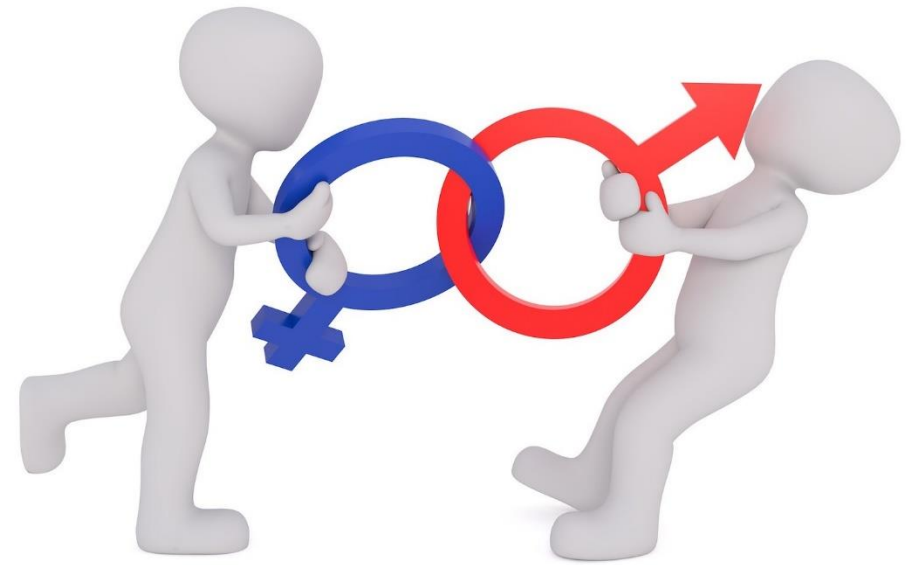
**Przemysław Parasiak**

**Key words:**

Communication

Gender

Engagement



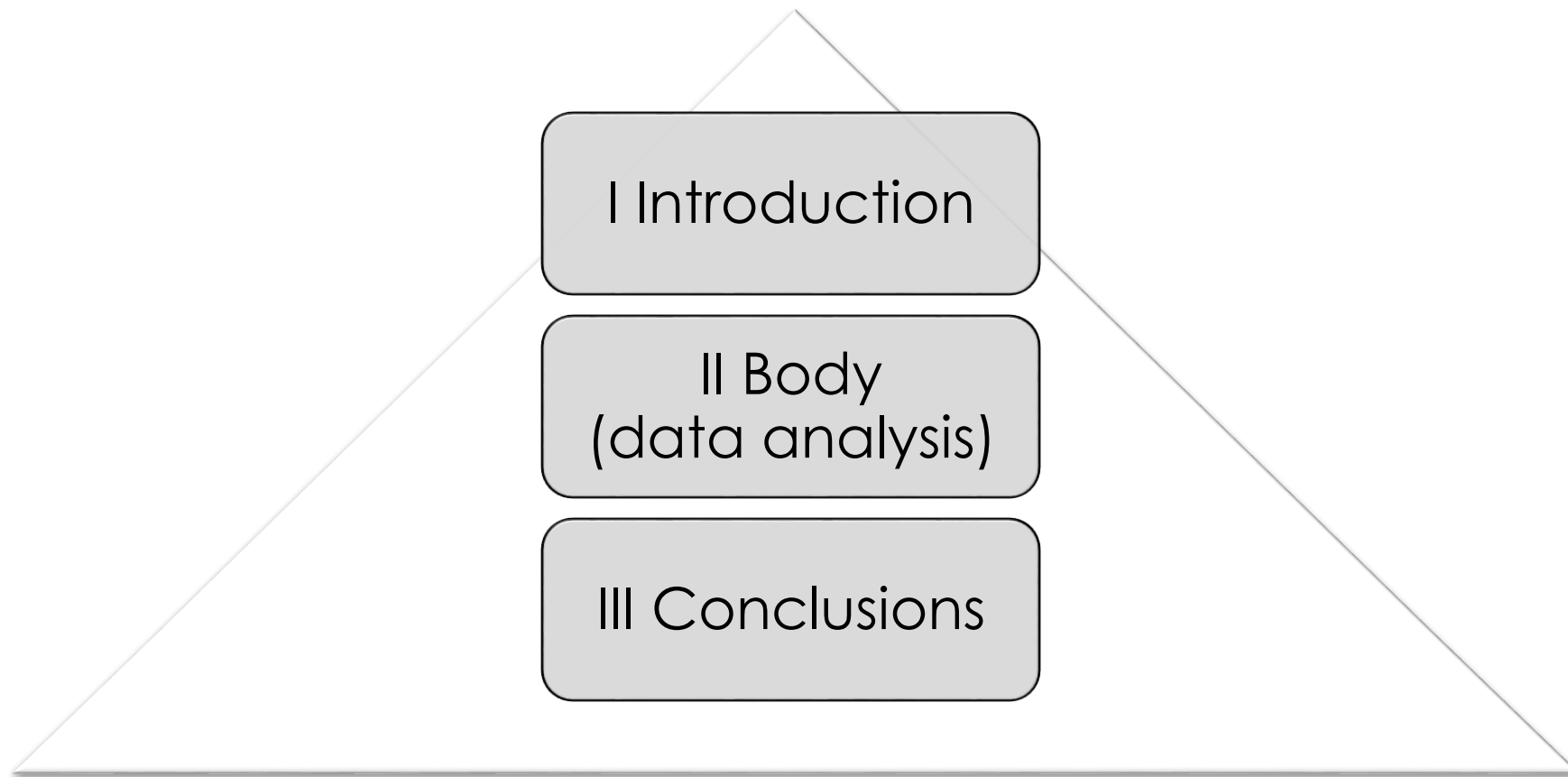
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# I INTRODUCTION

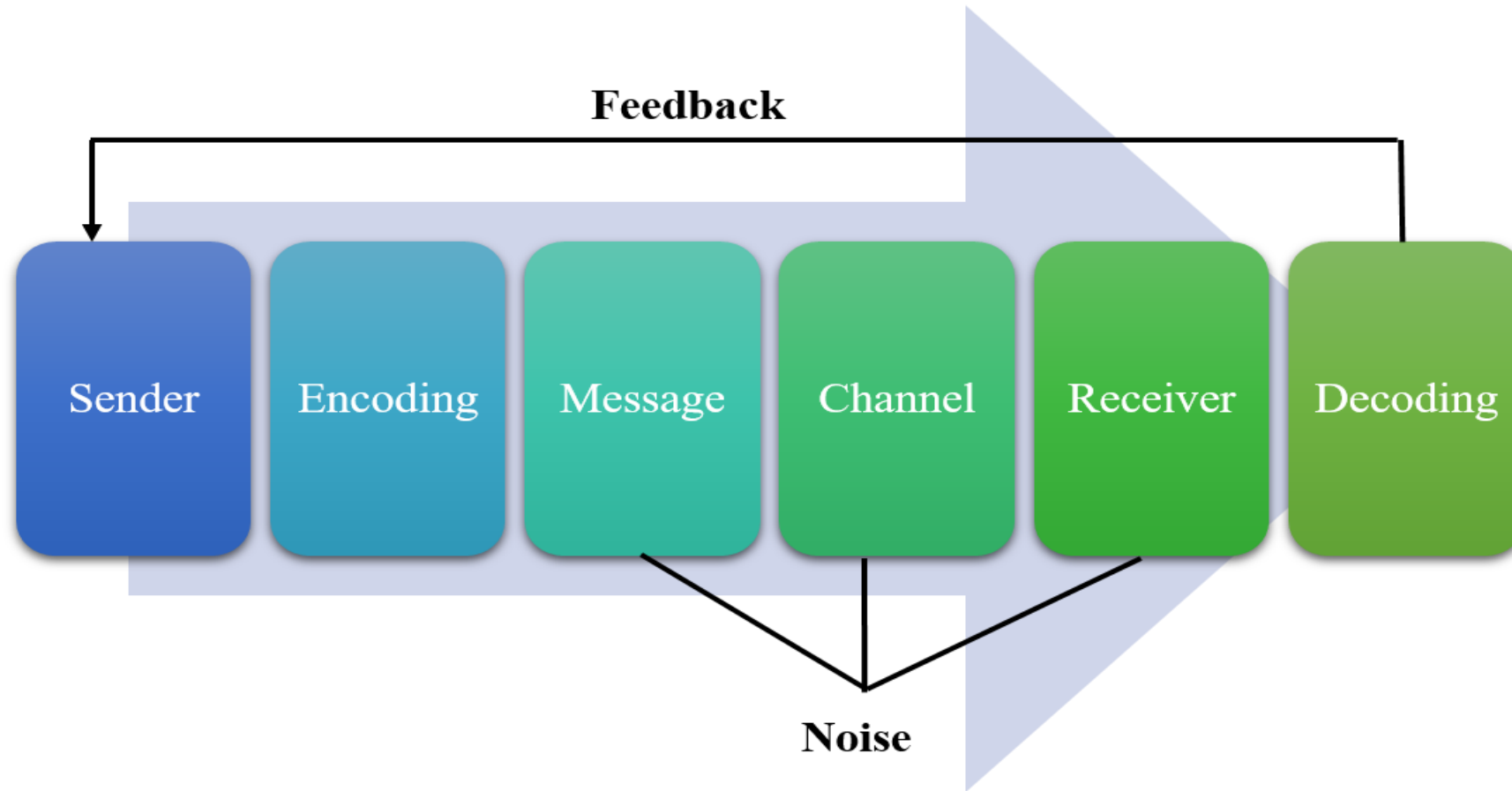
# STRUCTURE



# WHAT IS COMMUNICATION?



# THE PROCESS OF COMMUNICATION



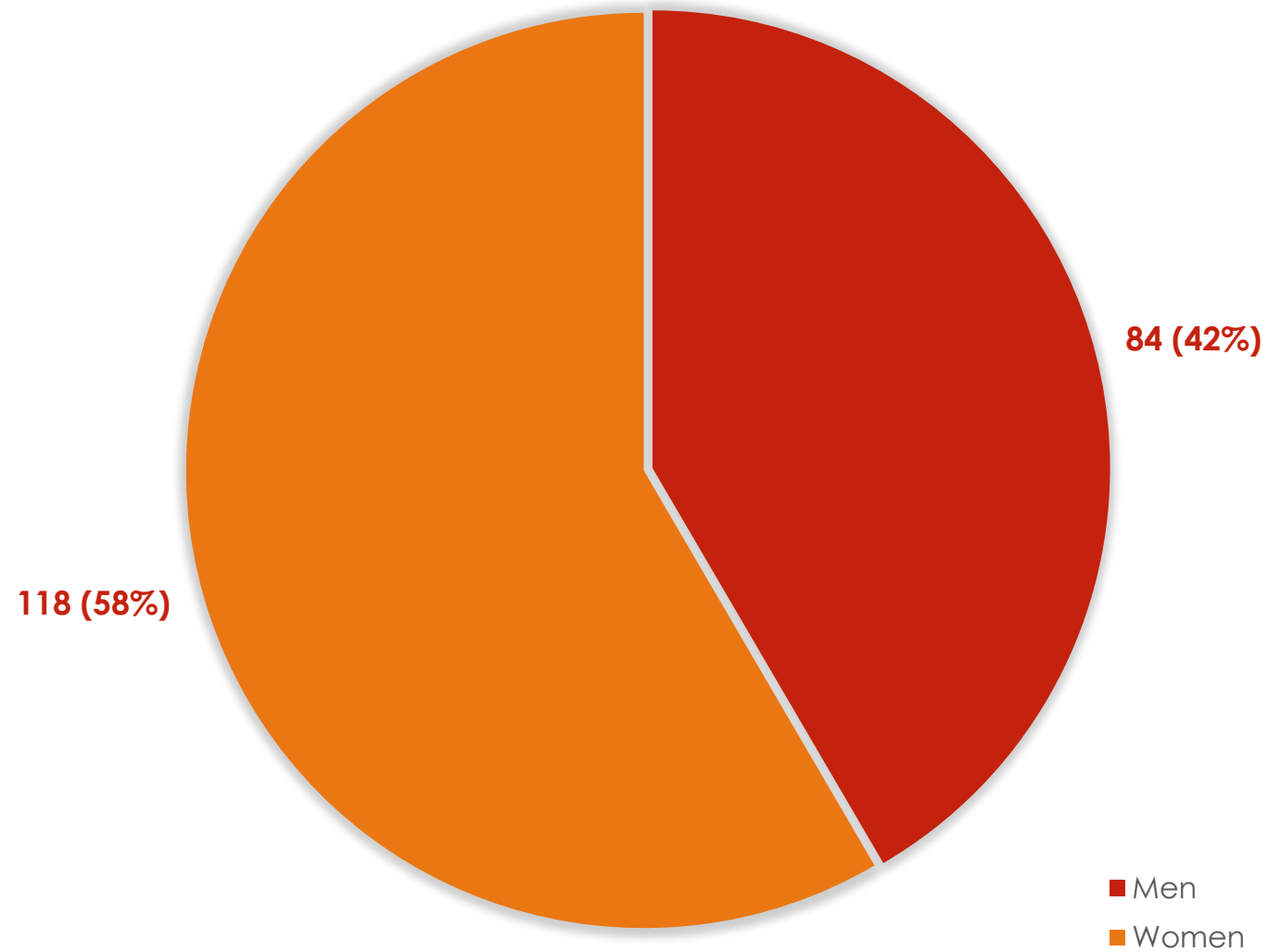
Source: *Own work* on the basis of *Communication process*, What is Communication Process? definition and meaning - Business Jargons [Accessed: 10 May 2021].





## II BODY

## MEN AND WOMEN

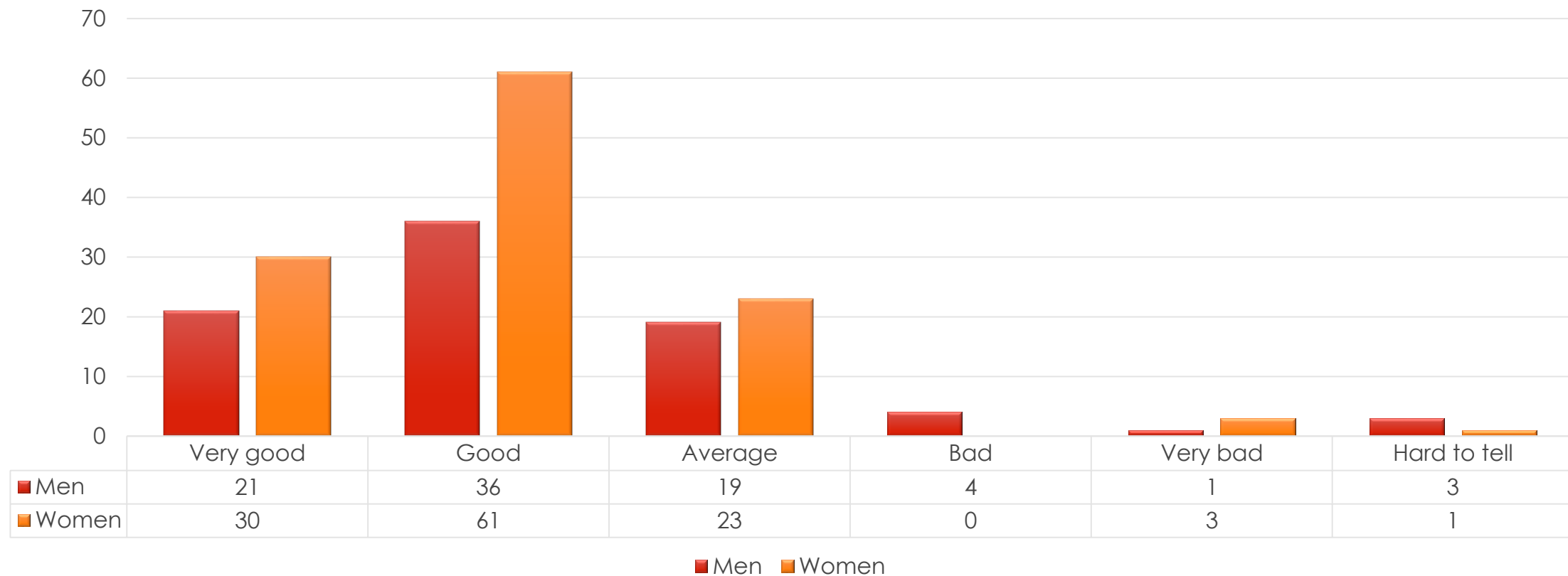




**IN GENERAL, HOW DO YOU FEEL  
ABOUT LIVING IN STARGARD?**



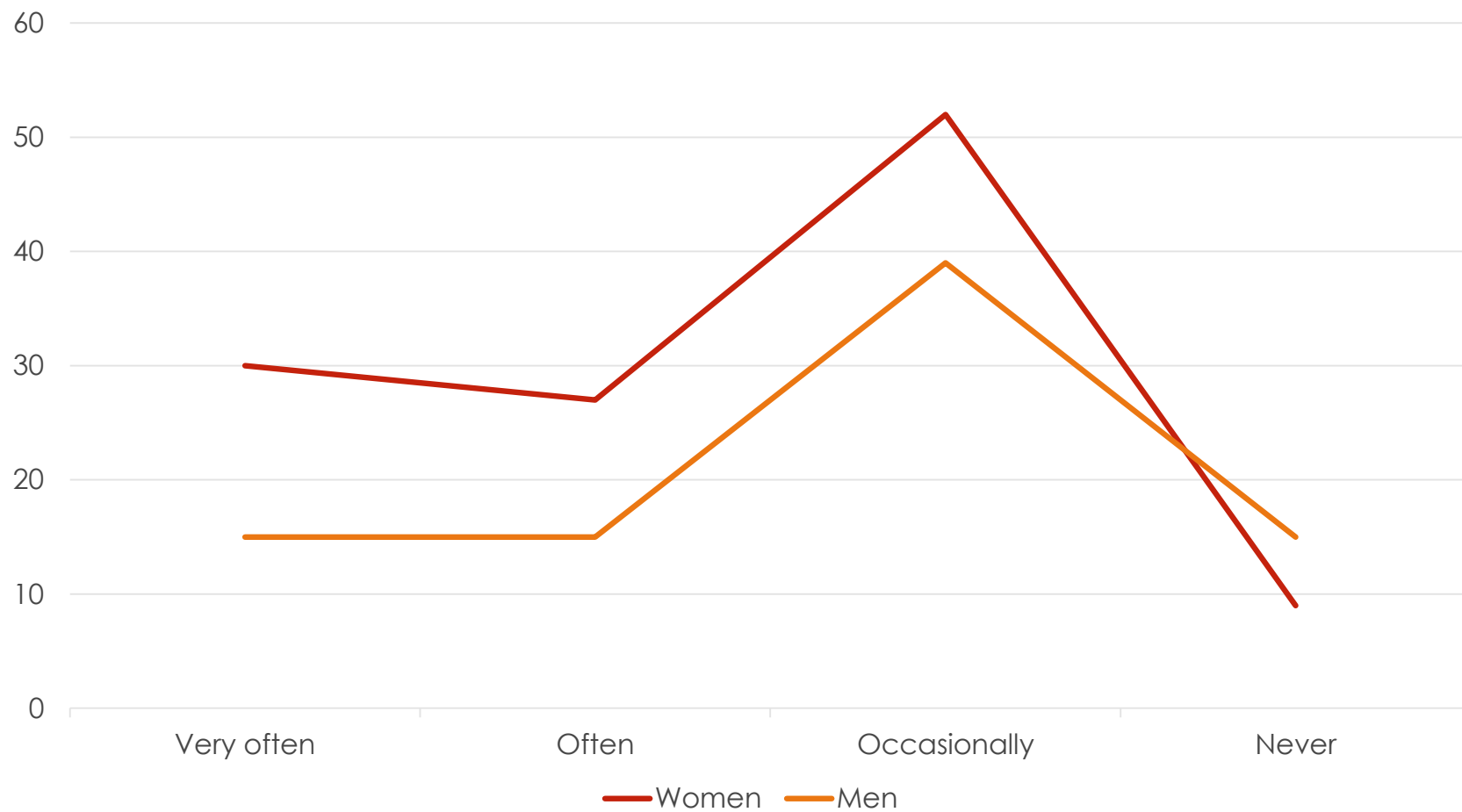
## IN GENERAL, HOW DO YOU FEEL ABOUT LIVING IN STARGARD?



**HOW OFTEN DO YOU CHECK THE NEWS  
ASSOCIATED WITH STARGARD?**



## HOW OFTEN DO YOU CHECK THE NEWS ASSOCIATED WITH STARGARD?



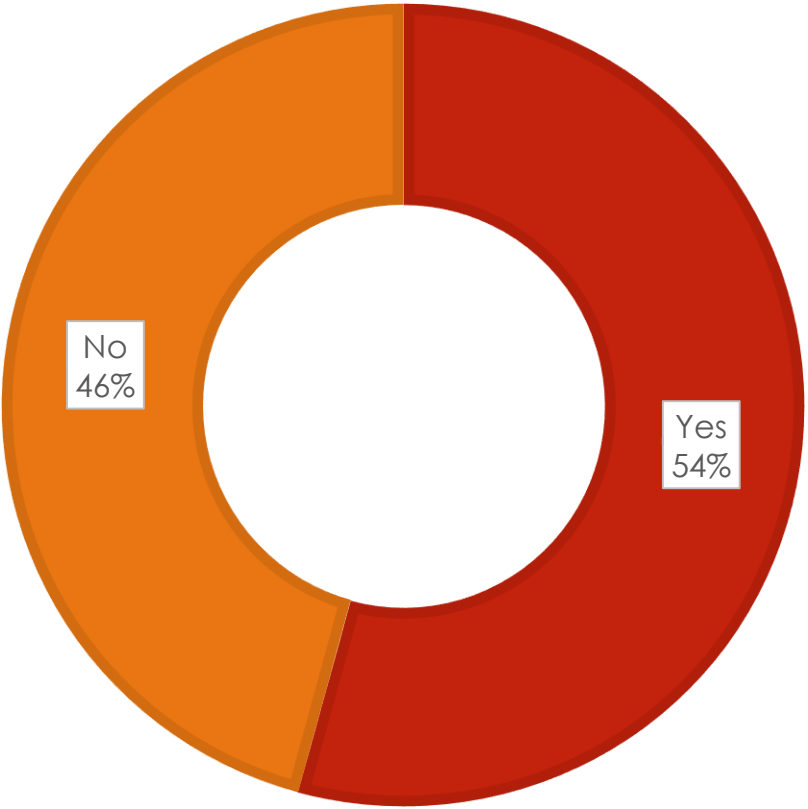
**DO YOU GET ENGAGED IN ANY EVENTS  
OR INITIATIVES ORGANISED BY STARGARD  
CITY HALL?**



DO YOU GET ENGAGED IN ANY EVENTS OR INITIATIVES  
ORGANISED BY STARGARD CITY HALL?

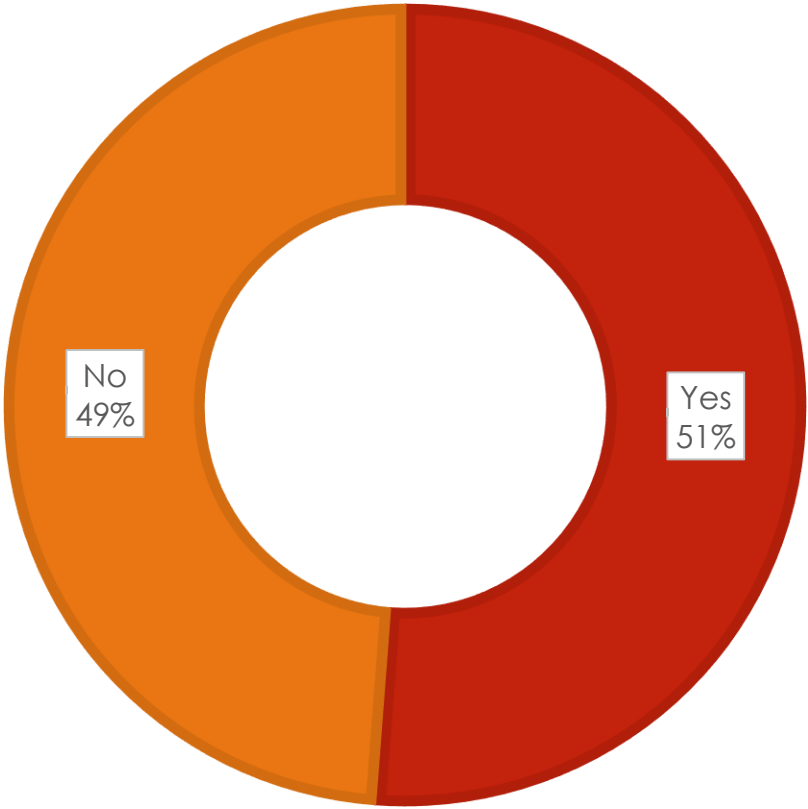
**WOMEN**

■ Yes ■ No



**MEN**

■ Yes ■ No





**ARE MEN OR WOMEN MORE ENGAGED IN  
COMMUNICATION?**

**IS GENDER ACTUALLY IMPORTANT IN TERMS  
OF COMMUNICATION?**

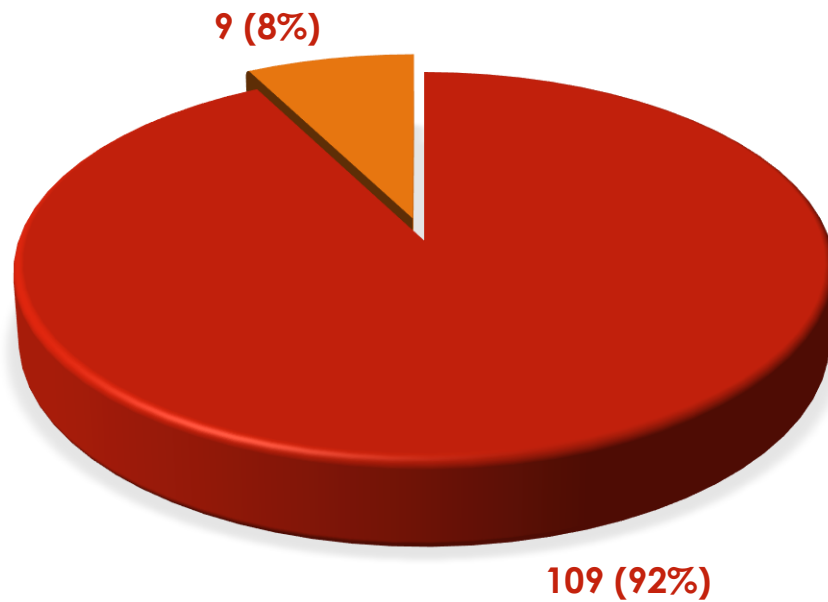


**DO YOU FOLLOW ANY NEWS  
BROADCAST BY STARGARD CITY  
HALL?**

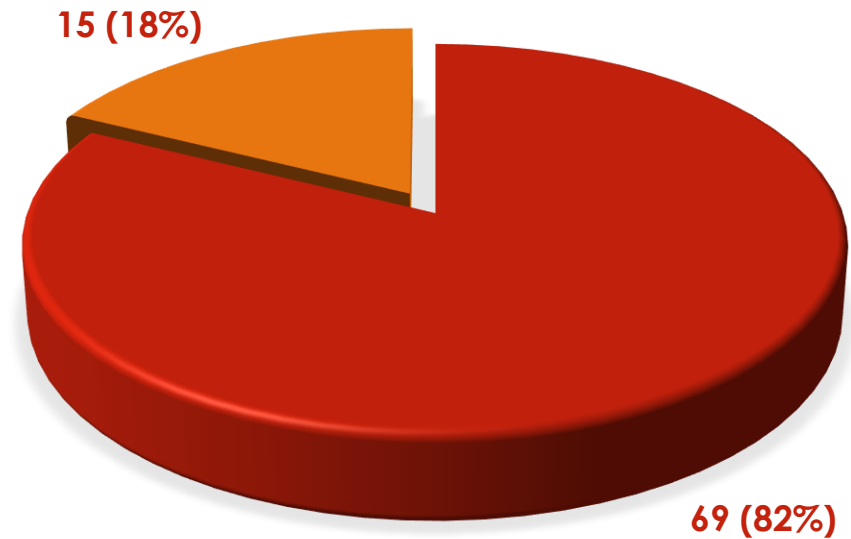



DO YOU FOLLOW ANY NEWS BROADCAST BY STARGARD  
CITY HALL?

**WOMEN**



**MEN**

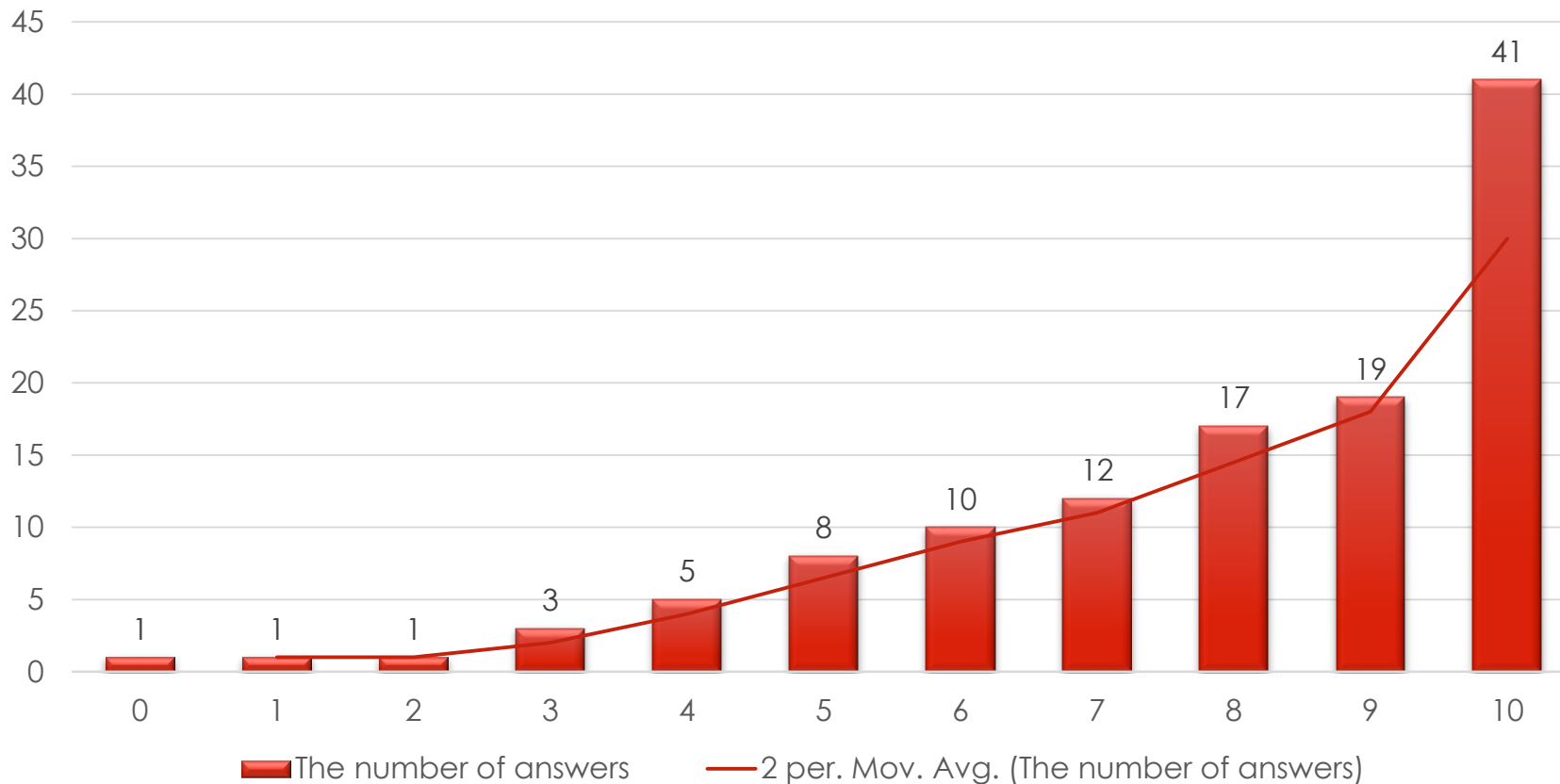




**ON A SCALE OF 0 = NOT IMPORTANT TO  
10 = VERY IMPORTANT, PLEASE INDICATE  
HOW IMPORTANT IT IS FOR YOU THAT THE  
STARGARD CITY HALL COMMUNICATES  
WELL WITH THE CITIZENS.**

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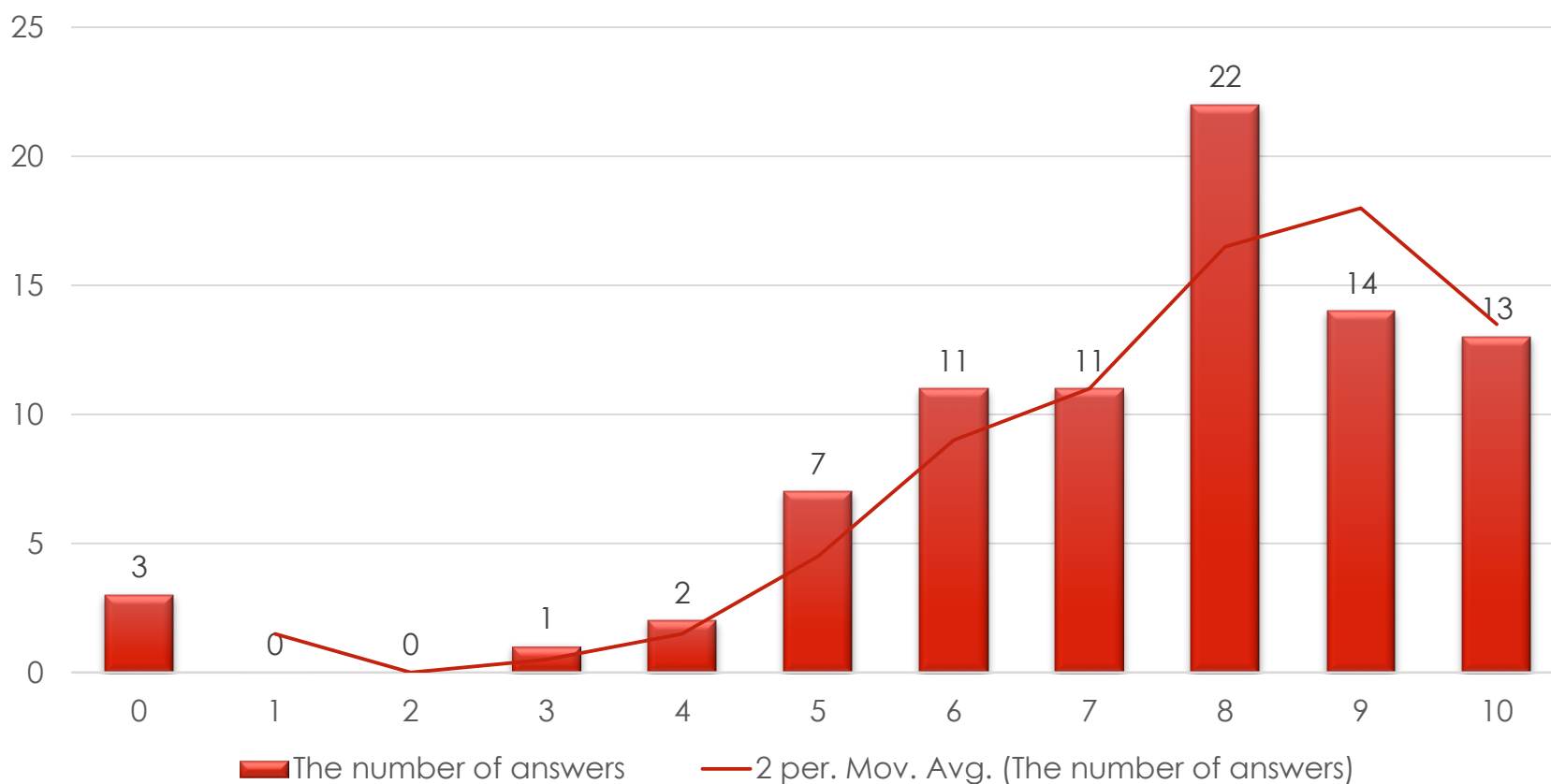
## Women





ON A SCALE OF 0 = NOT IMPORTANT TO 10 = VERY IMPORTANT,  
PLEASE INDICATE HOW IMPORTANT IT IS FOR YOU THAT THE  
STARGARD CITY HALL COMMUNICATES WELL WITH THE CITIZENS.

## Men



**ON A SCALE OF 0 = NOT IMPORTANT  
TO 10 = VERY IMPORTANT, PLEASE  
INDICATE HOW DO YOU ASSESS YOUR  
ENGAGEMENT IN COMMUNICATION  
WITH THE STARGARD CITY HALL?**



ON A SCALE OF 0 = LOW ENGAGEMENT TO 10 = HIGH ENGAGEMENT, PLEASE INDICATE HOW DO YOU ASSESS YOUR ENGAGEMENT IN COMMUNICATION WITH THE STARGARD CITY HALL?

### Women

-----	0	1	2	3	4	5	6	7	8	9	10
No. of votes	16	4	12	13	15	21	7	9	10	4	7
Percentage	13,6%	3,4%	10,2%	11,0%	12,7%	<b>17,8%</b>	5,9%	7,6%	8,5%	3,4%	5,9%

### Men

-----	0	1	2	3	4	5	6	7	8	9	10
No. of votes	13	7	9	8	5	12	7	5	5	5	8
Percentage	<b>15,5%</b>	8,3%	10,7%	9,5%	6,0%	14,3%	8,3%	6,0%	6,0%	6,0%	9,5%





**35,8% of men consider their engagement to be very high.**

**31,3% of women consider their engagement to be very high.**



### III CONCLUSIONS



# CONCLUSIONS

- Women are more engaged in activities and initiatives organised by the City Hall,
- they are more prone to follow the news transmitted by the City Hall,
- good communication with the City Hall is more important for women than for men,
- women are less confident than men!



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*Thank  
you*

