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„Corporate communication. Trends and forecasts.”

Dissertation entitled „Corporate communication. Trends and forecasts” includes scientific considerations on the changes that are taking place in the way companies communicate with the external and internal environment, and also attempts to formulate predictions as to the direction these changes will take in the near future. Undoubtedly, the main determinant of all transformations in the area of corporate communication is the emergence and development of the Internet. The consequence of this development, in turn, is a redefinition of the roles of senders and receivers, a move away from traditional communication tactics and strategies towards greater audience involvement and a willingness to communicate relentlessly with the environment. Both the communication carried out by market organisations inwards, to their employees, and outwards, to other stakeholder groups, have been transformed. The paradigm of all elements of communication has changed, from the tools, to the way messages are edited, the language of information, as well as relations with journalists and editors, to media relations.

The main objective of the dissertation is to try to find an answer to the question of the definition of corporate communication, to analyse and characterise the individual activities carried out by employees of corporate communication departments and divisions, and thus the way they understand corporate communication. Above all, however, the presented dissertation attempts to capture the changes that have taken place and are still taking place in corporate communication, and is also an attempt to identify the directions of corporate communication development in the near future.

This dissertation is theoretical and empirical in nature, and is structured as follows: introduction, three theoretical chapters, two empirical chapters, conclusion, bibliography, list of illustrations, list of tables, list of diagrams, list of charts and appendices. The theoretical part of the dissertation, focuses on showing the path from public relations to corporate communication, the conceptualisation of both concepts, analysing the way the communication department is organised in the structures of a company, and presenting the changes that the Internet and new technologies have brought to the different areas of its operation.

The empirical part of the dissertation, on the other hand, used both quantitative and qualitative research. The quantitative research was carried out using a survey technique, while the qualitative research used an in-depth interview method, conducted according to a standardised questionnaire. The quantitative research was carried out twice, in 2019 and 2023, in the same location and on a similar group of respondents. This made it possible to capture and diagnose noticeable changes and trends in specific areas of corporate communication performance. The four-year time interval in the implementation of the quantitative research proved important, as it was possible to examine corporate communications before and after the Covid-19 pandemic.

The qualitative research, on the other hand, made it possible, due to the technique used, to analyse and assess the changes taking place in corporate communication in greater detail and to make forecasts for the coming years.