

Summary

Social media in political communication of Prime Minister Beata Szydło

The development of the internet and new media has changed the way classical political communication is analyzed. Since the first election campaign of Barack Obama in 2008, social networks and web applications have become an indispensable element of political life and a crucial element in communicating with voters. Moreover, it is a chance for a politician to manipulate information in a way that is the most profitable for him. Social media provide the opportunity of direct interactions between politicians and voters in real time. The dissertation is an analysis of entries posted on official accounts in two of the most popular social networks: Facebook and Twitter, belonging to Prime Minister Beata Szydło during her serving the office. Owing to the quantitative and qualitative analysis, it was determined how Prime Minister Beata Szydło used social media in crisis situations of her government and whether these tools were used by her for propaganda purposes. The thesis regards the use of social media in Beata Szydło's political communication and is set in an interdisciplinary concept, in which the political sciences and media science have been supplemented with a marketing approach. The subject of the exploration was the content posted on official accounts in two most popular social network sites, including photos and videos. The time scope of research covers the period from November 16th, 2015 to December 11th, 2017. Two hypotheses were put forward in the study: the first one concerns the use of social media as a tool for quick response in crisis situations, the second one is based on the assumption that a careful selection of published content may improve the image of the government. The second hypothesis was verified by examining the elements used to create the image of Beata Szydło as a leader, demonstrating the existence of elements of populism in the published materials and analyzing the language layer used in the posts / tweets. The general conclusion from the verification of both hypotheses was that Beata Szydło did not fully use the potential of social media in political communication. Social media were treated as a channel for publishing content to create the desired image of Beata Szydło.