

Załącznik nr 2

Streszczenie rozprawy doktorskiej w języku angielskim

New media as a space for political rivalry on the example of presidential campaigns in Poland from 1995-2015.

One of the most important problems of modern civilization are issues related to the functioning of contemporary democracy, which is characterized by the participation of citizens in the exercise of power and political competition.

The new media became in this context a great platform for information, involvement and mobilization activities of the electorate. It means that during the years analyzed in the thesis, the new functions of modern media have been developed, and they seem to differentiate significantly each presidential campaign from the previous one. Information and communication technologies have found wide application in electoral strategies - however, this mainly concerns the last two elections. The Polish presidential campaigns of recent years have become for researchers interested in the context of development of new media and their implementation in the field of politics.

The research subject of the thesis is the use of new media in political rivalry as part of election campaigns for the office of the President of the Republic of Poland. In the dissertation, it was decided to determine the role of the new media in presidential election campaigns and to indicate their impact on the shape and course of political rivalry, taking place as part of election campaigns before elections for the office of President of the Republic of Poland in 1995-2015. The research problem thus undertaken seems to be extremely important from the point of view of political sciences.

The main goal of the thesis was to define the role of new media (mainly the Internet) in political rivalry on the example of Polish presidential electoral campaigns in the years 1995-2015. The main objective has been divided into the following specific goals:

- analysis of the use of new media in the sphere of politics;
- comparative analysis of the activities of election committees of candidates for the office of the President of the Republic of Poland in the use of new media in the practice of presidential electoral campaigns (in the processes of informing, mobilizing and involving voters);
- identifying the effects of using of the Internet in presidential election campaigns;
- examining how Internet tools for informing, mobilizing and engaging the electorate have developed over the years;
- indicating the prospects for using new media in Polish election campaigns;
- assessment of their role in the process of rivalry for the votes of voters on the Polish political scene.

Such an approach to research objectives should guarantee the analysis of all the most important issues of the subject of the thesis.