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## **Trends in political communication. After the parliamentary elections in 2019**

### **Personalisation of political communication**

The phenomenon of personalisation of political communication is connected with the development of media usage in contemporary societies. The rising role of the Internet does not have a visible effect on the popularity of TV, which is especially popular among middle-aged and older voters. The communication of political parties which have a younger electorate is focused mainly on social media and internet. At the same time, the message is aimed at distinct people – leaders who are recognisable and who are able to arouse interest and convince different social groups. Today it is their leaders and not political parties who are the main object of communication. This, in effect, is a reason why the political image is one of the key motives of voting which strengthens the role of party leaders on the one hand as well as the procedures of their election on the other. Media attention is aimed at politicians and leaders, their skills and qualifications. Politics becomes a rivalry between politicians and leaders rather than between group interests in the eyes of the public. People more and more base their voting preferences on the assessment of individual politicians, which in turn translates into the assessment of political parties.

### **Prime ministerisation – the role of Mateusz Morawiecki**

At the same time, the role of the Prime Minister is strengthened in political communication. It is a phenomenon which has been researched for a relatively short time – just a few years. The Prime Minister is responsible for everything and is the image of the ruling party or the ruling coalition. In Poland this role (“the fireman”) is in the hands of Mateusz Morawiecki – where other politicians and his ministers are not good enough, he has to take a stand and save the situation as well as the image of his government and the ruling coalition. The leaders of the parties that are members of the coalition – Zbigniew Ziobro and Jarosław Gowin are allowed to do much more because of this than the Prime Minister himself. However, they bear only minimal responsibility for their decisions. This is the responsibility of the Prime Minister. The composition of the current government helps centralization of some of the government’s actions and the image of the Cabinet. This is the reason why some of the ministers have a relatively weak political position, but they are good organisers and collaborators of the Prime Minister.

### **Presidential elections and their influence:**

“The fourth step” or “to be or not to be”

For the ruling party and their coalition members the presidential election will be the fourth checkpoint in the electoral marathon, which started in the autumn of 2018 with local government elections, to the elections to the European Parliament and the parliamentary elections. For the opposition parties it is to be or not to be. If they lose these elections, they will lose the possibility to control the government for the forthcoming four years. That is why all the politicians underline the importance of the presidential elections.

### **Acting President Andrzej Duda as an object of attack**

The incumbent President Andrzej Duda currently has the strongest position in the presidential race. He is leading in the popularity and trust polls. That is why during the campaign he will become the target of attacks from other candidates and the opposition parties. He will avoid debates with other candidates in order to escape the feeling that the majority is against him. His current poll results at the level of 40% guarantee his taking part in the run-off, but they do not give him a clear win in the race.

### **Polarisation of the political message**

In the run-off attitudes and opinions of political parties, their leaders and those of voters will become polarized. It will be a continuation of the current divisions on the Polish political scene and the messages aimed at rousing emotions and the positive reflex of taking part in the elections. Especially in order to vote not for a specific candidate, but to vote against his or her opponent.

### **Political discourse - main topics to be discussed:**

Law and order (EU as an active political actor)

Healthcare (opinion polls)

Promises – keeping and failing

Values – role of families, faith, gender, sexual minorities (in order to create strong political attitudes based on the emotions)

### **BUT.....**

There is also the phenomenon of **information bubbles** which cause that many of these topics are interesting only to the mainstream media and opinion leaders.