

SUMMARY

This work is a contribution to the field of social sciences, and within them very dynamically developing scientific disciplines, such as social communication and media, as well as political communication. In modern democracy, it is the media that play a key role in legitimizing power through communication. What is also important, the mediatization of political communication has never been as important as it is today, in the age of the Internet, which has revolutionized the possibilities of active participation in political communication of citizens. It is thanks to new technologies that we get a new level of communication, a new platform for cooperation. Awareness of the impact of new media on the whole society is an extremely important issue that deserves deeper reflection. This is especially important in key political moments, such as elections, crises, scandals or various political revelations. **The analysis of the thematic agenda on the Internet contributes to understanding the mechanisms of political communication and the role that the Internet, its creators, recipients and politicians play today.**

The Internet agenda setting, or agenda of topics, is precisely the coding of meanings. It is also influencing on the public agenda, what is important for society. The agenda of topics is also the influence on what is said, how and when is said. It is not only talking about events, but also pointing to their aspects, emphasizing them, showing the gradation of importance of individual elements of the discourse or – on the other hand - omitting some of them (attribute salience, framing and priming). Fundamental in this process is understanding how a given piece of information becomes a topic for the media, how it exists, and how other topics never come to light or simply are considered irrelevant (gatekeeping and agenda building). From the point of view of the research project, the author was interested in all the above-mentioned cases.

In order to analyze what agenda of topics dominates in online political communication in Poland, what elements create it, and what are the relationships between the agenda of the media, audience and political institutions, the author examined a specific section of political communication on the Internet, concerning events on the Polish-Belarusian border in the years 2021/2022. **This work is an outline of current considerations on the role of Internet portals in contemporary democracy and political communication.** It was created on the basis of the hybrid war events on the Polish-Belarusian border initiated by Alexander Lukashenko. These new political

phenomena turned out to be a challenge not only for public institutions, but also for the media themselves. So far, Poland has never struggled with the problem of migration pressure to such an extent as other European Union countries in 2011 or in 2015. It was not until the events of 2021 that Poland began to play the first fiddle in the migration border dispute, and the dynamics of events on the Polish-Belarusian border began to play a central role in political and social life. Due to such a rapidly escalating crisis, which was accompanied by almost complete focus on current events of the media agenda, the propaganda war in the media and the international conflict, the chosen material was an extremely interesting field for research on the agenda setting theory.

The originality of this research lies in showing the role of the media and their impact on public in the dynamically changing, crisis political reality. The importance of this PhD Thesis shows the impact of framing the conflict on the Polish-Belarusian border on the public debate in Poland and also shows the level of support for the polish government. The main research objective of the work was to determine the media agenda of three selected Internet portals from August 2021 to February 24, 2022. This has been illustrated by semantic networks of connections between the specified elements of research and discourse framework matrices in every month. Moreover, this thesis shows in an innovative way the manner of creating frames and their selection by the society in a crisis situation, when two or even more contradictory frames are presented at the same time and interfered with each other at the same time.