

SUMMARY

Until the end of the twentieth century, the internet and other new media were seen as pluralistic, pro-social and pro-democratic: media of freedom, equality and unlimited access. This vision has strengthened the society's belief in the credibility and authenticity of online messages, which is a kind of media camouflage that allows to deal with the barrier of distrust of recipients towards openly persuasive messages.

With the beginning of the twenty-first century, the new media's optimism and enthusiasm have weakened significantly; with the end of the first decade of widespread use, critical voices on the democratizing role of the Internet have intensified. The dangers associated with the excess of information coming from new media, the growing concentration of the Internet and the so-called digital divide began to be recognized.

In my dissertation, I draw attention to the threat associated with the penetration of propaganda into cyberspace. My thesis is that the new media are not free from propaganda influences; on the contrary, in many technological, psychological and communicative aspects, they are conducive to the dissemination of propaganda both in its objective and functional approach.

The main objective of the dissertation is an attempt to define what political propaganda is and how it manifests itself in new media and, therefore, to examine the presence, nature, techniques and methods of political propaganda influence on the Polish Internet, with particular emphasis on the websites of supreme state administration bodies, political rivalries and government administration.

A broad research horizon is ensured by adopting a mixed approach, consisting of methods: content analysis, discourse analysis and Web sphere analysis, as well as the study of keyword density in the text and case studies.

The subject of quantitative and qualitative research is the publicly accessible sphere of the Polish-language Internet: 17 websites of political entities: supreme state administration bodies (President of the Republic of Poland, Council of Ministers, Prime Minister), government administration offices (ministries whose information policy is addressed to the whole society, not only to interested social and professional groups) and political parties represented in the current parliamentary term, in the period under review. On selected websites, I analyzed the text of news (or news) posted in the appropriate tab in a given time range.

The research was conducted in the second half of 2014; I chose two months of 2014 for a detailed analysis: September, which is the last non-holiday period of inter-election

competition, and November as the month of conducting an intensive election campaign and conducting local elections. The analysis of the proposed area was carried out simultaneously in a wider time horizon, covering the first twenty years of the twenty-first century, allowing to show the historical outline and development trends of new media political communication.