The Presidential Electoral Campaign in 2010.

The mediatisation of political marketing

The mediatisation of electoral campaigns results in the tools of political marketing being resorted to more and more often by electoral staff while the *story spinners* focus on building an enthralling political narrative using emotionally loaded messages addressed to selected voter groups. Precisely drafted political messages and electoral strategies are effective thanks to the growing strength of the media, while one consequence which does not yield itself to quantitative measurement is the contamination of society with political content. What was particularly noticeable during the Presidential Electoral Campaign in Poland in 2010 was a revolution in political communication which resulted in the articulation of an electoral offer contrary to the axiological core of a party.

An analysis of the political image presented, of political advertising and of the conduct of the three main candidates for the office of President of the Republic of Poland during electoral debates is a study of the exploitation of the impact of the media on the society in order to build up support on the political market. Jaroslaw Kaczyński and Bronislaw Komorowski, separated in both rounds of the voting by 5.08% and 6.02%, respectively, presented different electoral strategies. The former, the Law and Justice party’s candidate, campaigned under a strategy focused on image, while the strategy of the latter focused on issues. The article describes the determinants of the electoral campaign, its course and the media event (opinion polls) which influenced the build-up of an enduring and a short-term political message in a decentralised, permanent campaign.