

## **The effectiveness of political marketing in presidential campaigns in Poland in 1990-2015**

The issue of Polish presidential campaigns between 1990 and 2015 is addressed in the following dissertation. The main focus is the analysis of mechanisms for conducting presidential campaigns in Poland, and, more specifically, the connection between political marketing and the election results.

The dissertation is an attempt to discuss and analyse the methods, techniques and means used in order to gain the highest number of votes possible and, as a consequence, win the elections. Did specific actions in this area have a direct impact on the election results? Was it really only the political marketing that determined the win or the defeat of a particular candidate? The main purpose of this PhD thesis is not only to provide an overall description of specific presidential campaigns, but also to assess some selected strategies to which individual candidates resorted.

From a historical perspective, political marketing is a complex "structure", within which newer ways of gaining the support of voters are constantly created. However, there's a question whether these types of activities may potentially be dangerous? Controlling and manipulating people's awareness and ignorance of certain facts, initiating changes in societal behaviour, relying on the information available on new media - are these insignificant threats and can still be downplayed?

**Keywords:** political marketing, presidential campaigns, Poland, presidential campaigns 1990-2015