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„ Theater of power - creating a political image in the context of dramaturgical theory. A sociological study on the example of the 2020 presidential campaign in Poland "

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The aim of the study was to show the relationship between creating the image of politicians running for the office of president during the election campaign and the dramatic theory described by the American sociologist E. Goffman. Politicians as actors change their behavior, putting on different masks depending on the situation in which they find themselves. For this purpose, they use such elements as: clothing, vocabulary, gestures, surroundings, objects. Political campaigns can be compared to a theater where voters constitute the audience, any place for meetings and presentation of a candidate, a stage, and a prepared election program and a political strategy scenario. The tools to create and play a political role are provided by knowledge of the method of image creation and political marketing. An important part of the election was the change in the behavior of the candidates who passed to the second round of the election and tried to win the votes of the electorate of the candidates from the first round. During the campaign, politicians used, among other things, the model of competition, appearances with the family to warm their own image, and the rule of authority. Campaign costs also played a significant role and translated into the final result of the elections. The structure of the work is based on seven theoretical and empirical chapters.