

**Warunki i przebieg udanej komunikacji wizerunkowej na przykładzie
wybranych komunikatorów politycznych, uczestników światowej sceny
politycznej**

Summary

The aim of the thesis is to analyse the conditions and the process of successful image communication on the examples of particular political communicators of the world political stage. The thesis is composed of the following parts: introduction, five chapters and conclusion. The first chapter concentrates on interpersonal communication. It provides definitions of the term 'communication', explains what communication competence is and brings closer various models of communication that were introduced by scholars throughout history. It thoroughly analyses the components of the process of successful interpersonal communication. It also characterises the process of successful interpersonal communication by describing: intentionality, effectiveness, persuasion and informativity of communication. It also focuses on the levels of communication by McQuail. Furthermore, the forms of interpersonal communication are discussed in which verbal and non-verbal communication is explained. Moreover, social roles of interpersonal communication are analysed.

The second chapter concentrates on the role of image in political communication. It defines what image is, and analyses image as a state and dynamism. What is more, types of image are enlisted and explained. This chapter also includes the elements of image and analyses image strategies used by communicators. It focuses on the image of political leaders on the political market. Hence, the components of the image of political communicators and the types of world political communicators' images are enlisted and analysed. The chapter also scrutinises the creation and management of the image of political communicators in the political market and discusses the stages of political leader image creation. Image characteristics that have an influence on the electoral success and increase of the support for political communicators are analysed as well. The mechanisms of image of political communicators generation and maintenance as well as the methods of image change and adjustment are brought closer and discussed. This chapter includes the usage and influence of mass media and digital technology on the increase or decrease of support for political communicator's image. It encompasses the usage of social media to generate support for political leaders on the example of Facebook and Cambridge Analytica scandal. Additionally, image versus electorate favourability is analysed on the example of Hillary Clinton's media phenomenon.

The third chapter of the thesis is solely devoted to mediation in interpersonal communication. It includes the analysis of the definitions, principles, characteristic features, process and models of

mediation. It encompasses the criteria that enable communicator mediateness measurement and analyses the types of mediation from different positions, such as: egalitarian, dominant and subordinate.

The fourth chapter of the thesis concentrates on political communication and its characteristic features. It includes the definitions, development and the aspect of mediatisation of political communication. What is also analysed is the relationship between political communication and mass media. The chapter includes and discusses the elements of successful process of political communication and explains such notions as: political communicator, political message receiver and political message. The fourth chapter analyses the areas of political communication such as: rhetoric (including Perelman's new rhetoric), persuasion in political communication, propaganda (including Jowett and O'Donnell's propaganda model), public relations, political marketing and manipulation in politics. The fourth chapter ends with the author's own proposition of political communication in mass media model.

The fifth chapter is devoted to the analysis of the research data concerning image, mediation and political communication of political communicators of the world political stage. It encompasses the data from three surveys conducted on questionnaire participants, analyses elicited information and presents the results in sixty-five graphs.

The first research concerns image, mediation and communication competence of political communicators of the world political stage. It was conducted on one hundred participants. It is made up of seven points. The first part includes questions about the elements of political communicator's image that are crucial to be successful in elections and the elements that can have a negative effect. It encompasses questions concerning what elements of verbal communication competence should characterise political communicators of the world political stage. The following part of the first research concerns non-verbal characteristics that political communicators should have. Furthermore, the respondents were asked to choose their favourite types of image of political communicators. The participants were also asked to indicate the political communicators of the world political stage whose images they considered positive, negative or neutral.

The second research included one hundred respondents. They were asked to indicate the most important specific characteristic features that the world political stage communicators should have as mediators. The participants were asked to indicate the most important criteria for mediateness measurement needed to fulfil the mediator role by political communicators.

The participants of the third research were asked to assess the images of thirteen political communicators of the world political stage. They were supposed to evaluate image elements of verbal and non-verbal communication of the world stage political communicators. The respondents were asked to indicate whether particular politicians were suitable to fulfil the role of political communicators of the world stage. They were also asked to state whether the images of particular politicians were appealing, reliable, convincing, natural or if they needed changes.

This work comes up to a conclusion that creating and managing the image of political communicators requires acquiring proper interpersonal communication competence in order to convince

electorate and increase their support. To be able to gain this support, political communicators need to adequately use, manage and upgrade their image communication as the electorate takes into consideration various verbal and non-verbal elements of their image and assesses them.

The research has confirmed the initial assumption that the more political communicators care about their image the greater their chances of political success. This means that political communicators need to properly manage and upgrade their image and use their communication potential and communication competence in such ways that enable them to adequately react to the constant changes going on the political stage.