

**Małgorzata Adamik-Szysiak (2012), *Telewizyjna reklama polityczna w Polsce w latach 2005–2010 (Televised Political Advertising in Poland 2005–2010)*. Lublin: Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, pp. 276, ISBN: 978-83-7784-163-1.**

The book of Małgorzata Adamik-Szysiak refers to the role of television in Polish political advertising. Although the position of new media, and especially the Internet is constantly growing, television is still the most important medium in Poland. Televised advertising absorbs the major senses of the viewer, and political consultants soon noticed the possibilities of its use as a tool of electoral communication. How does it work in Poland? How professional is it? What is the future of televised advertising? These are the questions which the author has faced in her presented book.

The book is an attempt to describe the marketing activities of Polish political actors during the electoral campaign period. The main hypothesis of Adamik-Szysiak's work is the claim that we can observe the process of professionalization of televised advertisements on the Polish political market. The term "professionalization" itself is treated as adjusting the rules and techniques of political marketing by the wide spectrum of Polish political actors in their activity during electoral communication.

The book consists of five chapters. The first chapter provides a very rich and solid theoretical background. The author has not omitted the most valuable and important theories formulated by Polish scientists. The reader can find references to the works by Bogusław Nierenberg, Maciej Mrozowski, Zbigniew Bajka, Bogusława Dobek-Ostrowska, Tomasz Goban-Klas, Marek Mazur, Robert Wiszniowski and others. The author has not forgotten about valuable works by researchers and theorists from outside Poland, including concepts by Philip Kotler, Peter Drucker and Serge Albouy. The theoretical part consists of the brief history of television as a medium and describes the basic theories of media influence, which is relevant to the following part of the thesis. However, there is a deficiency of a brief description of used methodology. The first chapter makes a great introduction to the issue of televised political advertising. The second chapter is about the rhetorical value of political messages in television. It starts with a very broad and complex description of the cultural and social background during every election in 2005–2010 in Poland. The recent history of Poland is full of issues which have had an impact on the political system, and the Smolensk plane crash is one of these examples. The chapter provides the reader with facts essential for understanding their influence on the results of elections apart from advertising. The third chapter tells us about the most commonly used strategies in televised political advertising. It is a great study of the instruments used by political actors, such as a dichotomous vision of the world and the means of expression used in political messages. The next chapter describes all of the aspects connected with political image and public relations. The author has focused on the images of the candidates during presidential elections and the image

of party leaders during parliamentary campaigns. The final chapter is dedicated to describing the future of televised advertising in Poland. Małgorzata Adamik-Szysiak has tried to answer basic questions about the form of future advertisements and their position in the era of the Internet and new technologies.

The research conducted for the dissertation was based on seven political campaigns, both presidential and parliamentary, which took place in Poland between 2005 and 2010. The author gathered 445 advertisements, which were put to transcription and analyzed. It has to be mentioned that research material consisted not only consisted of messages which were broadcast by political parties and candidates, but also with social advertisements encouraging citizens to take part in elections. After quantity analysis, the gathered material was analyzed from the quality perspective. The author has put a great effort to research the verbal, visual and audio side of advertisements. Małgorzata Adamik-Szysiak has conducted a comprehensive analysis of political actors, (candidates in presidential election races, party leaders) images, including a case study of verbal and non-verbal communication acts, essential attributes and perks revealed in the research material. Every relevant result of the research, quantity or quality, is presented within the transparent tables with data or transcripts.

In the last part of the book, which was dedicated to the perspectives of political televised advertising, its development and direction of changes, Adamik-Szysiak has agreed with the opinion of Bogusława Dobek-Ostrowska, who claims that political advertisements will be shorter and with “reduced content,” which would make them easier to absorb by the audience, because it affects mainly the emotional sphere of the viewer. In the same chapter, the author confirms her main hypothesis — we can definitely observe a process of professionalization of televised marketing in Poland. Hiring private marketing companies and involving them in the process of image-building of the political actors has become common practice. It entails another factor confirming the main hypothesis, which is increased funding of the electoral campaign. The book ends with the valuable point of view about the position of televised advertising in the era of new technologies. Since the structure of the audience is changing, and the Internet is becoming the main source of political information, the future of televised ads lies in interactive television.

The book is a very valuable piece of work, being a successful attempt at describing the evolution of political advertising. Solid empirical research, a wide social and cultural context and rich theoretical background makes the book by Adamik-Szysiak required reading for young political science students who are interested in political marketing, social life researchers and everyone interested in the functioning of political actors in the media sphere.

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