

Central European Journal of Communication

Volume 2 | No 2 (3) | Fall 2009

The official Journal of the Polish Communication Association

Editor: Bogusława Dobek-Ostrowska

223	Editor's introduction Bogusława Dobek-Ostrowska	319	Selected aspects of political market- ing in Slovakia Antónia Štensová and
225	American political campaigns William L. Benoit		Peter Štarchoň
233	Political campaign communication in Sweden: Change, but not too much Lars Nord	329	Costs of political campaigns in Slovakia Vladimír Pčolinský
251	An ideology of disconnection: For a critical political marketing Heather Savigny and Dominic Wring	339	Election coverage in Poland 2005: A content analysis of the main TV news programs Bartłomiej Łódzki
267	Mediatization of political life in conditions of electoral campaign – a retrospection of the elections in Romania Andra Seceleanu	351	Political discourse on Polish com- mercial television. Case of "Fakty" TVN Dorota Piontek
279	Media pluralism by default: The case of Moldova John H. Parmelee	367	Functional theory of political discourse. Televised debates during the parliamentary campaign in 2007 in Poland Patrycja Dudek and Sławomir Partacz
295	Constitutional debate in the Czech Republic Vlastimil Nečas		
307	Red danger before elections: Trick or threat? Jan Křeček and Lenka Vochocová	381	Contributors' biographies