

Contributors' biographies

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Patrycja Dudek, M.A., Ph.D. student at the University of Wrocław at the Department of Communication and Journalism. She is interested in mass communication, political communication and media systems in post-communist countries. She published some articles, e.g. *Negative Political Advertising: Parliamentary Election 2007 Campaign TV Spots; Relating of local political campaign by local media. Study of case.*

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Dorota Piontek, Ph.D., is an assistance professor at the Faculty of Political Science and Journalism at the University of Adam Mickiewicz in Poznań (Poland), author and co-author of books and articles about political communication and political marketing. Her current scientific interests focus on the process of political communication in relevance to changes within mass communication system. She explores the process of tabloidization of news programs in Polish public and commercial television stations, and the tabloidization of political discourse.

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