

Political Preferences
Preferencje polityczne

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WSTĘP

Z satysfakcją oddajemy do rąk czytelników kolejny tom czasopisma „Political Preferences”; po raz kolejny udało się zgromadzić opracowania podsumowujące badania prowadzone pod koniec 2012 roku, których przedmiotem były różne aspekty funkcjonowania polskiej demokracji.

Prezentowany tom składa się z siedmiu artykułów empirycznych oraz trzech recenzji; zawiera także sprawozdanie z II Kongresu Politologii, który odbył się w Poznaniu we wrześniu 2012 roku.

Jarosław Wichura w swoim artykule odnosi się do roli pełnionej we współczesnych kampaniach wyborczych przez działania podejmowane za pośrednictwem Internetu. Koncentrując swoją uwagę na blogach prowadzonych przez polityków Autor formułuje ważne – zarówno z perspektywy teorii komunikowania, jak i praktyki politycznej – wnioski dotyczące społecznego odbioru tej formy aktywności kampanijnej. **Marcin Zaborski** podejmuje rozważania na temat zasadności przyjętych w Polsce rozwiązań regulujących zakres obowiązywania ciszy wyborczej, zwracając uwagę na szereg wątpliwości sygnalizowanych przez badaczy i obserwatorów polskich kampanii wyborczych oraz uczestników rywalizacji wyborczej. **Żaneta Krawczyk-Antońska** i **Kinga Jaruga** podsumowują doświadczenia z funkcjonowania sejmowych komisji śledczych; wskazując podstawowe dylematy polityczne i praktyczne dokonują – wykorzystując wyniki badań – charakterystyki społecznej percepcji działania kolejnych komisji. **Łukasz Wojtkowiak** przedstawia analizę wyników badań realizowanych w ramach projektu „Vademecum Śląsk”, ogniskując swoje refleksje wokół kwestii kształtowania oraz odbioru wizerunku Górnego Śląska i Ślązaków. **Zbigniew Widera** zwraca uwagę na istotną, w kontekście zbliżających się wyborów samorządowych w 2014 roku, problematykę społecznych i politycznych (na poziomie lokalnym) konsekwencji przyjętych w Polsce rozwiązań dotyczących prawa do powtarzalnego sprawowania funkcji prezydenta/burmistrza/wójta gminy. Kwestie związane z wyborami samorządowymi są także przedmiotem rozważań **Mariusza Kolczyńskiego** i **Magdaleny Faracik-Nowak**,

SUMMARIES

Jaroslav Wichura (Uniwersytet Śląski w Katowicach, Polska)
Politicians Internet blogs and political preferences

For politics, just like any member of the public, the Internet is a very convenient medium. It not only allows for a relatively low cost to reach diverse customers, but it is also an excellent tool for meeting the requirements of the politics personalization. Not only their own websites, on-line discussions and e-mail offer today a politician possibility of mediating communication with citizens (voters). Becoming increasingly popular, blog offers many exciting opportunities to provide information.

Every political party can find a politician who owns and runs a blog (including Joanna Senyszyn, Waldemar Pawlak, Ryszard Czarnecki, Janusz Korwin-Mikke, Marek Migalski). Most of them treats virtual notebooks as a tool to present their views and image. They emphasize certain information which they believe and have not been adequately provided by other media. Undoubtedly, online diaries begin to play an increasingly important role today in political communication. Even though they are much more “poor” from parliamentary websites, because they contain only the texts published by the author, they are a great advantage of personalistic character.

Popularity of blogs among politicians (not only in Poland) is steadily increasing. One of the things attesting to the validity of this court is its constant evolution. Online diaries are more and more powerful. You can now post on blog not only a text, but also a photo, short video or audio file. It should be noted that the political debate is closely dependent on the media and changing with the emergence of new communication tools. Blogs made a significant transfers in this area.

For the purposes of this article, subject of study focused on two levels of analysis, for the elections to the Parliament (if they were held this Sunday) and in the context of political ideology. The analysis of empirical data was related

to the two main issues: ownership and operation of political blogs and track their entries by the voters.

Keywords: blogs, Internet, new media, politics, politicians

Marcin Zaborski (Szkola Wyższa Psychologii Społecznej w Warszawie, Polska)

An upholder of democracy or a relic of the past? A debate on the validity of election silence application

The article focuses on the issue of election silence, the range of its applicability and significance for the Polish democratic system. It describes in detail the legal perspective of the phenomenon at the same time illustrating its actual impact on the functioning of party competition and electoral decision-making process.

The primary goal of this paper is to present the results of empirical studies on the importance of pre-election polls for the development of the actual support of voters. Empirical verification has been applied to a thesis which assumes that the publication of opinion polls in support of candidates or political parties during election campaigns should be forbidden longer than just during election silence. The results were also correlated with the declared political preferences of the respondents, which allowed the author a more detailed analysis of the revealed regularities.

Keywords: electoral silence, election survey, political campaign, democracy, voters

Żaneta Krawczyk-Antońska (Uniwersytet Śląski w Katowicach, Polska),

Kinga Jaruga (Uniwersytet Śląski w Katowicach, Polska)

Dilemmas and experiences concerning the functioning of parliamentary committees of inquiry in Poland

The practice of political life often indicates that the implementation of the control function is one of the most important elements of the Polish parliament's competency. The possibility of appointing parliamentary committees of inquiry guaranteed by the Constitution is undoubtedly the clearest, and the most spectacular form of its exercise. However, It would seem that the clear form of the accepted political solutions does not eliminate various doubts

of procedural, political and legal nature relating to their functioning. It is no wonder that parliamentary committees of inquiry, becoming media phenomena, are increasingly seen as a weak link in the process of political reality.

The main objective of this paper is to show the form and the position of committees of inquiry, arising not only from the accepted legal and constitutional solutions, but also non-formal conditions shaped by political, media as well as social culture. The intention of the authors is an attempt to present the actual importance of parliamentary committees of inquiry in view of the perception of their activities by the electorate of particular parties.

Keywords: parliamentary committees of inquiry, political preferences, the control function of parliament, parliamentary inquiry, public opinion.

Łukasz Wojtkowski (Uniwersytet Mikołaja Kopernika w Toruniu, Polska)

The image of Upper Silesia and the Silesians in the context of economic growth and diligence as opposed to the political attitudes of the Poles

The field of analysis presented in the article are the findings of an analysis of cognitive image of Silesia and Silesian in context of two categories. First is the economic development of the region, and second one is the diligence of Silesians. Answers given by respondents was depicted in prism of their political attitudes and ideological beliefs. It allowed to point out specific patterns signifying about strong image position of Silesia and its inhabitants autonomously of political and ideological approaches of communication recipients.

Key words: image, identity, Silesia, mediatized image, cognitive image

Zbigniew Widera (Uniwersytet Śląski w Katowicach, Polska)

Tenure of the mayor / provost / village-mayor in the view of the political parties electorate

Local and regional government are complex organizations, operating under varying environmental conditions. Their functioning and development depend on factors both internal and external. Environment creates conditions in the form of development opportunities and threats. More and more business in the management and administration of less exclusively defined area. More and more thinking about demanding customer service that is citizen (voter) and less to treat him as an object of local government influence.

Important in the process of building a decision (both for the policy and for the electorate) is appropriate communication. Building belief in the power and usefulness of the current regulations that constitute its presence is convinced of its usefulness and as such goes fitness for a particular time basis. Political communication is an appropriate platform for exchange between politicians and the public, the potential buyers of the product. It serves communication and competition between political parties which issues its product to the market policy.

Political communication is not only one of the mechanisms of political marketing, but it is an important plane relationship between the government and the public, allowing both parties to the transaction on the political market to obtain the relevant information of interest and sellers. This is done in analogy to the economic market where clarity is precise acceptance of the offer by the fact of its acquisition or rejection.

Marketing communication in professional services is an issue extremely important and unique (specific), as the basis for her client builds their expectations of intangible product that no communication could then be created. In other words, communication is carried out in a company providing services in order to realize the benefits as well as to attract new customers.

Keywords: local government, mayor, provost, village-mayor, local marketing

Mariusz Kolczyński (Uniwersytet Śląski w Katowicach, Polska)

Magdalena Faracik-Nowak (Uniwersytet Śląski w Katowicach, Polska)

Self governance and the political affiliation

The main aim of this article is to identify current issues in the field of local government in Poland, especially the local political elites in the context of their political affiliation. The decentralization process and the gradual transfer of the responsibilities of the national regional and local dimension has led to the development of self-government. This in turn enabled the participation in the process of governance every citizen of the inhabited area. Recent local elections show that localism is a relative term and greatly simplified. Each of the local politician has own connections with a specific option. Those behavior leads to a kind of self-governance crisis that manifests itself among other things: a decrease of public trust, low voter turnout and increase the sense of social alienation.

Key words: self-governance, political affiliation, decentralization, political elites

Monika Trojanowska-Strzęboszewska (Uniwersytet Kardynała Stefana Wyszyńskiego w Warszawie, Polska)

The right to participate in the elections on a local level as a form of political activity of immigrants. Poland in comparison with other European countries.

The article analyzes the problem of immigrants' participation in the elections on a local level as a display of political activity and the means of integration of the country and its migrants. Assuming the European-wide perspective it is noticeable that given countries differentiate in the level of enabling immigrants to participate in the political life. In Scandinavia and several north European countries there is the highest rate of immigrants' participation, on the other hand, in the countries that joined the EU in 2004 the rate is the lowest. In 2010 immigrants without the EU citizenship were able to run for the local elections in 13 European countries and they had the voting right in 19 countries. In Poland only the EU citizens are allowed to participate in the elections. The research into the legal solutions enabling immigrants (especially those who are not from the EU) to acquire more voting rights proved to have interesting results. The research has shown that over a half of the people willing to participate in the parliamentary elections is for granting the voting rights to immigrants. According to the research among the electorates, the substantial percentage of the Platforma Obywatelska voters proved to be in favor of granting the voting rights to immigrants. Less support is displayed by the potential voters of SLD and Ruch Palikota. Furthermore, the majority of the PiS voters is against the immigrants' participation in the local elections. Finally, the results of the research show that voters perceive differently the problem of granting immigrants the right to vote versus the right to stand for the elections. Although the first one is accepted by the majority of voters, the latter - not so much.

Key words: immigrants, migrants' integration, political participation, local elections