

The 21st century is a time of technological revolution that significantly influences the development of modern forms of communication, such as new media. These changes also have a measurable impact on the way election campaigns are conducted, both at the national and local levels.

The presence of many means enabling mass communication, as well as the aforementioned new media, means that an increasing number of individual candidates and political parties are seeking support from specialists in political marketing. This phenomenon is particularly evident in campaigns conducted at the national level. National elections such as parliamentary elections or elections for the President of the Republic of Poland attract significantly more attention from both society and political marketing researchers than equally important local elections. Therefore, the main aim of this dissertation is to indicate whether the professionalization of campaigns at the local level constitutes a significant element, and whether the ongoing development of new media means that one can already speak of their significant advantage over traditional media during campaigns conducted at the local level. The verification of the objectives and research hypotheses contained in this dissertation will be based on conducting partially categorized interviews with mayors and commune heads from the area of the Dąbrowa Basin, affiliated with the Metropolis GZM.

The dissertation has been divided into four chapters. The first three are theoretical in nature, focusing on issues related to political communication, classical communication models, new media, and political marketing. The fourth chapter is of a research nature, presenting and discussing the results of partially categorized interviews with officials who agreed to participate in them, during which they answered questions regarding local elections with particular emphasis on the 2018 elections.

The conclusion of the dissertation consists of verifying its objectives and research hypotheses, as well as the author's forecast regarding the possible development of activities in the field of political marketing at the local level in the near future.