

The doctoral dissertation titled *Communication Styles of Politicians in Social Media. A Comparative Analysis* explores the evolution of political communication, particularly in the context of the mediatization and professionalization of politics. The work addresses various theoretical aspects, including the *agenda setting*, *framing*, and *priming* theories, as well as the processes of mediatization and the brutalization of politics. It examines how social media platforms, such as Facebook, Instagram, and Twitter/X, have transformed the way politicians build their image and interact with voters. The study focuses on politicians from the Civic Coalition, including Katarzyna Lubnauer, Borys Budka, Klaudia Jachira, Aleksandra Gajewska, and Franciszek Sterczewski. A significant contribution of the dissertation is the creation of an original typology of politicians' communication styles, based on their intentions and attitudes toward their audience. The research demonstrates that political tenure influences communication styles, with younger politicians engaging more frequently in social issues and interacting more with voters. Both quantitative and qualitative analyses are employed, examining post frequency, multimedia use, and content analysis in terms of topic and tone.