Predominance, competition, symbiosis – deliberations on relations between electronic media and politics

Abstract

Predominance, competition, symbiosis – deliberations on relations between electronic media and politics. In the world of contemporary liberal democracies electronic media are frequently perceived as instruments to implement changes into social and political reality. It goes beyond a shadow of a doubt that the contemporary political communication is performed mostly by means of media, especially the new media. The analyses below attempt to inquire into the relations between electronic media and politics through the prism of three relational categories: predominance, competition, symbiosis.

Key words: the media vs. politics, the new media, political communication, mediatisation of politics, political marketing