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Abstract

Politicians’ blogs as a communication tool with society.

The article is a prelude to a deepend consideration about the role and significance of blogs for political communication in Poland. The starting point question was: what are the real, not declared (proclaimed), functions of politicians’ blogs? Conducted empirical survey indicated that political blogs are (most often) the instruments of creating political image. It seems that politicians are not deeply interested in blogging, and they decide themselves to run a blog just because image reasons. They do not tend to satisfy their communication or contact needs that way. Therefore it is quite hard to claim that politicians’ blogs initiate some essential changes for political communication in Poland in XXIth century.

Key words: Internet, blogs, politics, political communication, politology, blogosphere