

**Abstract**

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**Mediatization of politics and  
populization of political  
communication**

Relations between politicians and the media have always aroused the interest of researchers. In the context of Blumler and Kavanagh's (1999) idea about the passage of political communication into the third era, these relations are best described by the term mediatization. The mediatization of politics has multiple consequences for the actions of all political communication entities. One of them is the phenomenon of populization of this process. As defined by the authors, it means using populism as a communication strategy by both political entities and media institutions in order to achieve their intended results.

The aim of the presented study is to indicate the basic variables of the populization of political communication in relation to political and media entities. Populist communication strategies are discussed in the context of verbal behaviors, and the authors propose the introduction of iconic elements, as understood by the theory of Corner (2000), into analysis, which is absent in previous scientific deliberations. They will propose a typology of non-verbal determinants that constitute an

underestimated context of interpreting verbal messages created by institutional subjects of political communication.