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Methodological approaches to the study of political systems.
Toolkit for research on political advertising

The purpose of this report is to present modern tools for analysing contemporary political advertising. This is an important issue, both from a theoretical and practical point of view. Research on modern political advertising is increasingly interdisciplinary, but the systemic approach continues to integrate the results obtained and to show the multifaceted dependencies characterising this Complex phenomenon. I will concentrate on presenting three analytical approaches which, in my opinion, open new perspectives for examining various aspects of political communication, including advertising: Actor-Network Theory (ANT), methodology of corpus linguistics and Semiometry.

Political advertising has two basic functions: informational and persuasive. The first is to determine who the candidate is, what the program and the views are. The other is to induce voters to the desired behaviour, primarily active support of the candidate or party, for example by voting in elections. The use of advertising brings many measurable benefits to political actors. Among them, the ability to reach many geographically dispersed audiences, the possibility of emotional impact on the recipient of advertising, as well as repeated redevelopment and the building of long-term communications Marketing, or finally the ability to effect advertising by using different media. Importantly, there is a relatively measurable criterion for the effectiveness of political advertising, which is the increase in political support, measured by the number of votes received in elections by a given party or candidate.

The Internet, especially social media, is a communication area whose importance in political advertising is growing rapidly. Already in the years 90. The network was used for election campaigns in the 20th century. However, the real breakthrough occurred at the time of the emergence of social media. The benefits of using the Internet as a carrier of political advertising stem from the fact that, firstly, it allows you to reach a number of target groups, which would be difficult to reach by other means, secondly-allows the use of different forms of communication (for example websites, blogs, social media publications, newsgroup activity), thirdly, this activity is relatively cheap, especially when compared to television advertising, fourthly, it allows two-way interaction between Politician and voter. In addition, the Internet enforces multimedia. In order for the message to be noticed, it must be attractive, and therefore contain properly connected elements such as image, sound, written or spoken word. With social media, the creators of political ads are not limited to advertising space or costly aerial time. However, the most important advantage of the Internet is the possibility of very precise "addressing" the message – appropriately profiled content can be found in a very carefully selected recipient.

Because political advertising plays a very important role in political rivalry, advertising campaigns are becoming more professional and complicated, both in terms of form and content. Competing parties and candidates are engaging in increasing financial resources, employing specialised companies using increasingly complex technologies. This situation – paradoxically – makes it very difficult to conduct reliable research on political advertising. Independent scientists, who are not in the role of advisers, are generally not able to conduct in-depth research on political advertising campaigns. In turn, derived from the scientific community and often heavily associated with it, spin-doctors, whose knowledge of participation in the planning and implementation of such campaigns is much deeper, can't distribute it due to business constraints. Hence, it is necessary to develop or adapt new methods for the study of political advertising. In order to lead to satisfactory results, it is necessary, on the one hand, to make use of the IT tools offered by the Internet and, on the other, to use an interdisciplinary approach whereby the achievement of many Fields of study will be used in the research process. The tools described in this report more or less meet these requirements, although their use for the analysis of political advertising is at an initial stage.