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*Strategies of conducting electoral campaigns and political rivalry
in Częstochowa in 1918-1939*

SUMMARY

Politics has accompanied man since the dawn of time. It is also the most frequent subject of historical research. As the modern understanding of democracy and the abolition of censorship, including electoral censorship developed, the act of voting grew to the rank of one of the most important political behaviors and was analysed by researchers in various fields in this context. However, all research attempts to date have focused primarily on the interpretation of election results, social and political divisions accompanying party rivalry or cursory analysis of the election campaign. The issue of campaigning strategy and competition between the most important political circles, as well as forms and tools of communication with voters, which is important from the author's point of view, was omitted. We knew who won the elections, what were the most important political forces, but there was no deeper reflection on what determined their successes or electoral defeats and what impact the style of their campaigns had on them. Among other things, due to the signalled research gap, in this doctoral dissertation the author decided to address the problem of mechanisms guiding the course of election campaigns in Częstochowa in the period 1918-1939, those to the parliament, but above all to the local government. The work consists of an introduction, six chapters, a conclusion and an annex.

Keywords:

politics, election campaign, political parties, Częstochowa, parliamentary elections, local government elections, political communication, political marketing

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