

DARIUSZ PIOTROWSKI

Nicolaus Copernicus University in Toruń, Poland

PROPAGANDA OF SUCCESS IN THE AREA OF SOCIO-ECONOMIC POLICY OF THE STATE

Abstract:

A careful observer of the socio-political life in Poland has certainly noticed changes in the way government and society communicate since the time of the conquest of power in 2015 by the United Right. The saturation of media messages with elements of persuasion meant that they ceased to serve only as an information function. The government, through the help of the media, in particular public ones, began to propagate on a large scale. One of its manifestations is the impression of achieving success in the socio-economic sphere created in society. The aim of the study was to examine whether and to what extent the respondents critically analyze the content of media coverage in the area of the Family 500+ program, as well as regarding macroeconomic measures such as GDP growth and the unemployment rate. Survey conducted by the author showed that the propaganda of the center of power effectively shaped the knowledge and attitudes of the respondents. Often, however, this was done in violation of ethical standards in the area of content and form of communication.

Keywords:

propaganda, ethics, socio-economic policy

JEL Classification: E60, H53, Z13