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## Some Aspects of Political Public relations Strategy based on the Example of Polish extra-Parliamentary Left-Wing Parties. The First Decade of the 21<sup>st</sup> Century

**Abstract:** The study of political parties' political public relations strategies in terms of image building is an interesting and important topic. The aim of the article is a reflection on the place and role of non-parliamentary parties of the Polish left-wing scene. These groups are similar in their organizational structure, platforms (often strikingly similar to the mainstream parties or other peripheral leftist groups), financial situation (no secured budget, which is a significant obstacle in financing of election campaigns and maintaining proper structures).

**Key words:** political public relations strategy, Polish extra-parliamentary left-wing parties

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### Political Strategy

**T**he study of political parties' political public relations strategies in terms of image building is an interesting and important topic when the analysis is conducted on two research levels. On the one hand, it shows the processes that govern policies and politics, while on the other, it points to an important and necessary aspect of public relations research. A crucial aspect of these considerations is the place and role of the non-parliamentary parties which shape the left-wing scene.

First, however, we need to define the object of study – the group of non-parliamentary parties with left-wing tendencies. The classical definition of a party characterises it as a political organisation, voluntary, active in the electoral process (directly in the selection of candidates who sit in legislative bodies, indirectly in the selection of candidates holding positions in executive bodies), which aims to gain or maintain state power (Antoszewski, Herbut, 1998, p. 227). Where analysis might be conducted on the political programme, organisational structure, and functions, we cite the following definitions of political parties reported in the literature: Edmund Burke defined a political party as “a body of men united for promoting by their joint endeavours the national interest upon some particular principle in which they are all agreed” (Sobolewska-Myślik, 2004, p. 8); for Maurice Duverger a political party is “a community with a specific internal structure” (Wojtaszczyk, 1998, p. 8); Giovanni Sartori believed that a party “is a political group that is present in the electoral process and is able to move forward through the election of candidates for public office” (Antoszewski, Herbut, 1997, p. 66).

The definition of non-parliamentary parties does not differ from those given above. As Łukasz Tomczak has noted, three strategies can be determined in accordance with which extra-parliamentary parties act (admittedly the author has only examined left-wing

parties, but the strategies outlined can be compared to other ideological options). First, in most cases, they declare their potential involvement in the electoral process (not all of the organisations surveyed place direct emphasis on this). In most cases, however, this participation should be independent, and, by systematically increasing the number of political supporters and members, should strive to build representation, be it locally or – more broadly – nationally. Second, they aim to share power, but by participating in coalitions (while maintaining the maximum status quo). Third, there is the ability to create one's own (new) party, where existing independence is used as a bargaining point in the creation of the organisational foundations and staffing of the electoral lists (Tomczak, 2010, pp. 315–316).

Looking at the extra-parliamentary left-wing political scene, one cannot help feeling that these groupings are similar in terms of organisational structure (favouring the formation of a collective leadership) (Sobolewska-Myślik, Kosovska-Gąstoł, Borowiec, 2008, p. 126), policy documents (often strikingly reminiscent of mainstream political parties or the statutes of other peripheral leftist groups) (Tomczak, 2010, p. 315) or economic condition (lack of financial facilities – a major obstacle in the financing of election campaigns and maintaining proper party structures) (Tomczak, 2010, p. 316).

At present, the extra-parliamentary left-wing scene comprises over a dozen organisational units. Given the parties' ideological classifications and affiliation,<sup>1</sup> I have chosen as an indicator Wiatr's most general typology, which suggests that we should talk about "the left as a whole", that is, about all (over a dozen) groupings which, despite having only a trace of public support, function in political life (Tomczak, 2012, p. 38). Ideological affiliation, as declared in the statutes, programmes, and proclamations will be some of the elements of self-image which extra-parliamentary left-wing parties in Poland use.

For detailed analysis the following bodies (listed in the register of political parties) have been chosen:<sup>2</sup> the Polish Socialist Party, Labour United, the Reason Party of Poland, the Communist Party of Poland, the Democratic Party of the Left, Social Democracy of Poland, the Polish Labour Party – August 80, the Edward Gierek Economic Renaissance Movement, Left Union, Left Poland, Polish Socialist Workers' Party (bodies are listed in order of the party list). The catalogue could also include three more parties where, although their statutes do not expressly indicate that they are left-wing parties, this can be inferred from the postulates set out in their political agendas. These are: the National Party of Pensioners, the Women's Party, the Greens 2004 – these groups, however, are not discussed in this article.

In their statutes, all the aforementioned organisations declare their political affiliation (as mentioned above) to the group of leftist parties (the socialist/social democratic family). In the statutes, the following entries appear classifying their affiliations:

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<sup>1</sup> Detailed consideration, alongside the list of applicable typologies and divisions see: Ł. Tomczak, *Lewicowe partie polityczne w Polsce. Programy, organizacja, strategie*, Szczecin 2012, pp. 21–45.

<sup>2</sup> State as of June 2013 see: List of parties entered as political parties (according to information disseminated to the National Electoral Commission by the Regional Court in Warsaw), accessible at: <http://pkw.gov.pl/wykaz-partii-politycznych/wykaz-partii-politycznych.html> (6.06.2013).

Table 1

**Compilation of Polish extra-parliamentary left-wing parties**

Party name	Date of foundation	Declared ideological affiliation	Logo
Polish Socialist Party (PPS) <a href="http://www.polskpartiasocjalistyczna.pl/index.php">http://www.polskpartiasocjalistyczna.pl/index.php</a>	Revival after 1987 refers to the 19 <sup>th</sup> -century tradition	socialist	
Labour United (UP) <a href="http://www.uniapracy.org.pl/">http://www.uniapracy.org.pl/</a>	1992	social democratic	
Reason Party of Poland (RACJA) <a href="http://www.racja.eu/">http://www.racja.eu/</a>	2002	social democratic	 <p>Currently, the logo is being changed to one that has functioned since September 2011 on the party's Facebook account.</p> <p>Currently, this logo is also on the official website of the party:</p> 
Communist Party of Poland (KPP) <a href="http://kompol.org/index.html">http://kompol.org/index.html</a>	2002	Marxist-Leninist, referring to the tradition of the labour movement	
Democratic Party of the Left (DPL) <a href="http://dplg.republika.pl/statut_dpl.htm">http://dplg.republika.pl/statut_dpl.htm</a>	2003	social democratic	
Social Democracy of Poland (SP) <a href="http://www.sdpl.pl/">http://www.sdpl.pl/</a>	2004	social democratic	
Polish Labour Party – August 80 (PPP) <a href="http://www.partiapracy.pl/">http://www.partiapracy.pl/</a>	2001	socialist	
Edward Gierek Economic Renaissance Movement (ROG) <a href="http://www.rog.com.pl">www.rog.com.pl</a>	2004	socialist	
Left Union (UL) <a href="http://www.unia-lewicy.org/">http://www.unia-lewicy.org/</a>	2005	social democratic	
Left Poland (PL) <a href="http://www.polskalewica.pl/">http://www.polskalewica.pl/</a>	2008	social democratic	
Polish Socialist Workers' Party (PSPR) <a href="http://www.pspr.republika.pl/">http://www.pspr.republika.pl/</a>	2002	socialist	

**Source:** Own compilation of the Author, based on the internet sites of the parties (ref. column no. 1).

### Role of Image Building Strategy

The image of a political party and its recognition is an important element in shaping political relations with the electorate. According to the typology outlined by Iwona Podobas, the first step in creating the image of a party is to understand the needs, expectations and personality traits of the social group to which it addresses its political programme and from which electoral support is expected. The second aspect is the proper diagnosis of the planes for creating the political image. We can distinguish four such planes: factual, emotional, personnel and commercial (Podobas, 2011, pp. 86–87).

From the perspective of extra-parliamentary parties, the plane should be reduced to two aspects for analysis: the factual-personnel and the commercial-emotional.

Within the first area of analysis, factual and personnel, it is essential to observe the main points of the political agenda and the existence of the extra-parliamentary party in the composition of national and international structures – in this case the political factions involved in the European Parliament have been noted. As shown in Table 1, those units analysed primarily appeal to left-socialist and social-democratic ideas. This division is part of the typology proposed by Sokół in the book *Political Parties and the Party System in Poland*<sup>3</sup> (Sokół, 2003, p. 200). The second part, the human resource base, includes leadership quantity and quality, visibility, number of followers, and the activity of non-parliamentary politicians in current state policy. At the level of electoral activity non-parliamentary party members' participation in the structures of other political parties is observable. Extra-parliamentary parties try to find an individual (personal) way to exist in mainstream politics. Although they participate in elections intermittently, they become auxiliary manpower for major left-wing, centre-left, or centrist parties.

A good example is the political activity of the SDPL, which in 2009 (in consultation with PD) backed a presidential candidate – Tomasz Nałęcz. During recent parliamentary elections, several members of the SDPL were on the electoral lists of Civic Platform and the Democratic Left Alliance as well as on lists to the Senate. Only one representative – Marek Borowski – won a parliamentary mandate.

Labour United and the Economic Revival Movement registered their nominees on the SLD list without success. Success, however, may be attributed to Adam Gierek (UP) who was re-elected as an MEP in the recent elections to the European Parliament, and who was a candidate from the SLD-UP list (he was also supported by the Democratic Party of the Left). It should also be mentioned that he is one of the founders of ROG.

Another such example is the participation of politicians from RACJA PL in the electoral lists of the Palikot Movement (108 candidates on 33 lists); on the website *Facts and Myths* RACJA encouraged its supporters to vote thus: “October the ninth will be a very important day in the history of the RPL. Our candidates – registered on Palikot Movement lists – have a real chance to win parliamentary seats. A vote for list no. 4 will not be a wasted vote, and RACJA's entrance to Parliament will change the face of Polish politics...” (*Facts and Myths*, 2011). Mandates were won for two representatives of RACJA: Jan Cedzyński and Roman Kotliński. RACJA partially succeeded in the elections to the

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<sup>3</sup> See also Ł. Tomczak, *Lewicowe partie...*, op. cit., p. 38 &c.

European Parliament, on the electoral list of another leftist extra-parliamentary party, namely the Polish Labour Party: Magdalena Mieczkowska appeared on this list. In the 2009 European elections, the PPP issued a separate list in all constituencies. The grouping did not exceed the election threshold and so did not receive any electoral mandate.

Other attempts at political activity, such as the Committee of the “Left” formed by representatives of the UL, UP, and SDPL before the local elections in 2010, did not bring the anticipated success for non-parliamentary parties.

The organisations studied also met the criterion of recognition for executives (party leaders). In general, they include people who once took an active part in national politics. Here one more remark should be made in relation to extra-parliamentary parties – they are created not only as grass-roots groups, true to a given system of political thought, but also as a force centred around a famous/respected politician who has withdrawn from a large political organisation and formed his own party.

We are currently seeing a new initiative, which without a doubt is an attempt to consolidate the extra-parliamentary left and aims to create a strong alliance on the left wing. This is, of course, the Europa Plus initiative – a centre-left grouping, which, as indicated on its website, is supposed to change the world for the better (*Europaplus*, 2013). The political cooperation agreement was signed by representatives of the Palikot Movement, the Europa Plus Social Movement, the Home for All – Poland, the Democratic Party, the SDPL, RACJA, Union of the Left and the Polish Labour Party (*Polska Newsweek.pl*, 2013).

**The commercial-emotional plane** presupposes prestige, longevity – historical references, for example, by presenting the party as a continuer of historical thought. Also required is a well developed media image, including a visual identification system, the use of symbols, national myths, references to tradition, and an appropriate colour selection. To this must be added building a media campaign, an online existence, the use of social media, keeping in touch with supporters via instant messaging, blogs, and so on, and organising rallies, meetings and other events to gain followers and present a party’s own programme.

Looking in this context at the extra-parliamentary parties of the left, a continuation of the history of political ideas is revealed in the image creation of the following parties:

1. The Polish Socialist Party, which, on its website, under the “history of the socialist movement in Poland” tab, indicates that socialist thought in Poland appeared in the first half of the 19<sup>th</sup> century ([pps.info.pl](http://pps.info.pl), 2013a). In the statute we read: the Polish Socialist Party continues the activity started in the Polish Socialist Congress in Paris in November 1892 ([pps.info.pl](http://pps.info.pl), 2013b).
2. The Communist Party of Poland – registered since 2002 – the statute indicates that it is “[a] Marxist-Leninist party, referring to the best patriotic and internationalist traditions of the Polish workers’ movement. The source of its ideological and programmatic activities can be seen in the communist ideal, because in this it sees the future of the world” ([kompol.org](http://kompol.org), 2013). Direct references are also evident in the slogan/motto: “Proletarians of the world, unite!”
3. The Polish Socialist Workers’ Party – registered in 2002 – refers to the concept of the labour movement, but its statute does not refer explicitly to the previous regime. The party stresses only that it was created in order to fight for the inte-

rests of the working class and other working people (farmers, intellectuals, public sector, artisans and small traders). Direct reference, however, is visible in the logo and slogan, which, as in the case of the KPP, appears as a motto on the website: "Proletarians of the world, unite!" It is difficult comment on other transpositions because the page is still under construction.

The other parties build their programmes based on contemporary leftist systemic and policy solutions.

An extremely important part of political public relations in image strategy is the visual identification system contained in the commercial-emotional component. Each organisation creates a different communications culture as the sum of their values on the one hand, and on the other the practice of establishing a relationship with the community. This is crucial for the development of any organisation, including political parties, and generally affects its perception, and thus how it is perceived externally (Rychter, Chmielewski, Tworzydło, 2012, pp. 84–85). As noted by Janina Fras, political party self-identification is performed both for internal (personal identification), as well as primarily for external reasons, and so, in order to be distinguished from the other parties to win over potential members and voters (Fras, 2010, p. 151).

In analysing the visual identification strategies of extra-parliamentary left-wing parties, I shall consider two factors: linguistic and non-linguistic codes. Primarily linguistic codes include the functioning party name (or abbreviation or acronym), the motto or slogan which distinguish it, the functioning website, newspaper, and party newsletter. Primarily non-linguistic codes include all the aforementioned visual identification systems, based on iconographic tools, logos, signs, flags, etc. (Fras, 2010, pp. 150–151). I have not analysed the terms of address used by members of political parties or specific gestures which members use in certain situations, because in our political culture few organisations use these items to build their political image.

Analysing the primary linguistic factor – the name – I have selected the typology defined by Janina Fras, who claims that the model for names of Polish political parties is made up of IV identification elements: I locating/ethnic, II categorisation and organisational, III ideological/status, IV<sup>4</sup> additional (Fras, 2010, p. 152). Extra-parliamentary parties strongly simplify this model, using only points II and III. When you look at a party's categorisation, it turns out that the very definition of a political organisation using the word 'party', as Fras notes, is not popular in post-transformation Poland, especially among mainstream parties, which prefer to use semantically synonymous terms: alliance, platform, confederation, congress, etc., or names that are postulational or declarative and that can simultaneously be an election slogan: Law and Justice, Poland is Most Important, United Poland.

Characteristically, extra-parliamentary left-wing parties willingly use the word 'party', precisely because they refer to the tradition from which the others want to escape. These are the Polish Socialist Party, the Communist Party of Poland, the Polish Socialist Workers' Party, the Democratic Party of the Left, and the Polish Labour Party. Other parties use names which aim to rejuvenate them without causing any bad associations with

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<sup>4</sup> See also: J. Fras, *Wybrane zagadnienia gatunków i języka wypowiedzi*, Wydawnictwo Uniwersytetu Wrocławskiego, Wrocław 2006.

the term or idea of a “party”. All except the Edward Gierek Economic Renaissance Movement, refer in their name to their ideological heritage, overwhelmingly using the words left, leftist, and, in addition, socialist and social-democratic.<sup>5</sup>

Some of those parties have maintained bulletins or election newsletters, some use slogans/mottos, all have websites.

Table 2

**Image creation strategies of Polish extra-parliamentary left-wing parties**

<b>Party name, website address</b>	<b>Slogan, motto</b>	<b>Leaflet, newsletter</b>	<b>Linking to leftist magazines and other organisations</b>
1	2	3	4
Polish Socialist Party <a href="http://www.polskapartiaso-&lt;br/&gt;cjalistyczna.pl">http://www.polskapartiaso- cjalistyczna.pl</a>	None	substitute for a newsletter, a bookmark the following documents: Did you know that ... (update 10.05.2013)	none
Labour United <a href="http://www.uniapracy.org.pl/">http://www.uniapracy.org.pl/</a>	None	none	<a href="http://www.lewica.pl">http://www.lewica.pl</a> <a href="http://www.krytykapolitycz-&lt;br/&gt;na.pl">http://www.krytykapolitycz- na.pl</a> <a href="http://www.wyborylewicy.pl">http://www.wyborylewicy.pl</a> PSE – the Socialist Group in the European Parliament
Reason Party of Poland <a href="http://www.racja.eu/">http://www.racja.eu/</a>	Polish social de- mocracy is not clerical	based on the magazine “Facts and Myths”	
Communist Party of Poland <a href="http://kompol.org/index.html">http://kompol.org/index.html</a>	Proletarians of the world, unite!	“Dawn”. The magazine of the Polish Communist Party	Youth Polish Communist Party website, Green Libya website, OKW Mazowiecki KPP website, Congress Left Agreement
Democratic Party of the Left <a href="http://dpldg.republika.pl/sta-&lt;br/&gt;tut_dpl.htm">http://dpldg.republika.pl/sta- tut_dpl.htm</a>	None	none	none
Social Democracy of Poland <a href="http://www.sdpl.pl">http://www.sdpl.pl</a>	None	none	none
Polish Labour Party – August 80 <a href="http://www.partiapracy.pl">http://www.partiapracy.pl</a>	Dignity and Work The site also uses the slogan: They argue – we choose the future	none	none
Edward Gierek Economic Renaissance Movement <a href="http://www.rog.com.pl">www.rog.com.pl</a>	None	none	<a href="http://www.rog-myslowice.com.pl">www.rog-myslowice.com.pl</a> <a href="http://www.lewica.pl">www.lewica.pl</a> <a href="http://www.pps.info.pl">www.pps.info.pl</a> <a href="http://www.gierek.com.pl">www.gierek.com.pl</a> <a href="http://www.sppr.org.pl">www.sppr.org.pl</a>

<sup>5</sup> For reference to ideological tradition I have also accepted the words “working” or “labour” in the name, as these words are generally identified with the left.

1	2	3	4
Left Union <a href="http://www.unia-lewicy.org">http://www.unia-lewicy.org</a>	None	none	none
Left Poland <a href="http://www.polskalewica.pl">http://www.polskalewica.pl</a>	None	none	none
Polish Socialist Workers' Party <a href="http://www.pspr.republika.pl">http://www.pspr.republika.pl</a>	Proletarians of the world, unite!	Workers Vote	Official website of the Association of Polish Marxists

**Source:** Own compilation of the Author, based on the internet sites of the parties (ref. column no. 1).

To this catalogue should also be added the use of social media by political parties. Extra-parliamentary parties, as opposed to mainstream parties, rarely use social messaging services such as Facebook, Twitter, YouTube, or politicians' blogs to promote themselves. Among the few we can distinguish the Reason Party of Poland, which on its website has posted icons to link to its content on Facebook, Twitter, and YouTube. It has 710 Facebook likes, but the official language of posts, which are like glued together fragments of the website, is inappropriate. From the point of view of political public relations this is a serious image error. The Communist Party of Poland can boast only a followers' forum which is inactive – it has no entries.<sup>6</sup> SDPL superficially seems to be friends with the new media, its page has links to Facebook, Blip, Nasza Klasa, and YouTube, and there is a subscription newsletter. Contact with supporters, sympathisers and members of the party is via the Blip communicator and it shows which events activists will participate in. The Facebook profile does not work, however. On YouTube you can watch a speech by Izabella Sierakowska MP on the Soldier's Ombudsman. These materials are, however, archival in nature, as the last post marked on Blip is dated June 23, 2011. The website, however, remains current. In theory, the Left Union and Left Poland also use social media. UL on Facebook has no entries except the information that it is the official site; only 22 people have 'liked' it.<sup>7</sup> The website is up to date, with entries on important events placed on a regular basis. Left Poland can only boast a video blog with materials from appearances by PL members and a blog by the leader Jacek Zdrojewski.

The last element to be analysed, and which belongs among the primarily non-linguistic factors, is the matter of designing logos and choice of party colours. Analysing the logos shown in Table 1, it can be said that, as far as colour is concerned, all parties use the colour assigned to the left, which is red. Most frequently it is combined with the colour white, which, in turn, refers to the national flag. Only ROG and DPL decided to use blue letters in the logo.

It should be emphasised that awareness of the mechanisms of transmission of meaning via images is key to the design of contemporary visual messages (Rychter, Chmielewski, Tworzydło, 2012, p. 24), not only for businesses, but also political parties. A popular logo fills the role of the brand, after all. It must be simple, clear, memorable, and easy to recreate. It should also contain a seal, a graphic symbol that will trigger in the recipient an idea or an association. It is important that the associations are effective,

<sup>6</sup> As of 28.06.2013.

<sup>7</sup> As of 29.06.2013.

which in this case this would mean understanding the meaning of the symbol and all the content that comes with it. For the logos of non-parliamentary left-wing parties, only one scheme is in use: the vast majority are logos made up of acronyms of the party names.

Table 3

### Visual communication – logos of Polish extra-parliamentary left-wing parties

Party name, acronym used	Description of the logo in party statute	Logo
1	2	3
Polish Socialist Party (PPS) <a href="http://www.polskapartiasocjalistyczna.pl">http://www.polskapartiasocjalistyczna.pl</a>	The party emblem includes its name as well as traditional graphic symbols, which are a symbol two hands shaking, inscribed in a circle with the letters PPS, and three arrows in red directed diagonally downward to the left, and on them a black circle with the letters PPS [citation from the statute].	
Labour United (UP) <a href="http://www.uniapracacy.org.pl/">http://www.uniapracacy.org.pl/</a>	The party statute only contains the provision that the name of the Labour United (UP for short) and its symbol enjoy legal protection. It is black and red lettering on a red and white background.	
Reason Party of Poland (RACJA) <a href="http://www.racja.eu/">http://www.racja.eu/</a>	The party mainly uses the acronym RACJA, as noted in the statute: "The party may use the abbreviated name: RACJA PL or RACJA". Further, there is the laconic statement that the graphic symbol is attached as Annex 1 to the Statute. The graphic symbol has changed in the last year, and is much simpler. At the same time the party symbol was unified on the website and on Facebook. The new logo resembles a sailboat representing an allegory of the wind in the sails.	
Communist Party of Poland (KPP) <a href="http://kmpol.org/index.html">http://kmpol.org/index.html</a>	<ul style="list-style-type: none"> <li>– The emblem of the Party is the sign of the hammer and sickle.</li> <li>– The Party banner is red. On one side there is the slogan "Proletarians of all countries, unite!", and on the other the party name or abbreviation. In the middle is the party emblem in gold.</li> <li>– The party's anthem is "The Internationale".</li> <li>– The Party Abbreviation is: KPP [citation from the statute].</li> </ul>	
Democratic Party of the Left (DPL) <a href="http://dpldg.republika.pl/statut_dpl.htm">http://dpldg.republika.pl/statut_dpl.htm</a>	It is the only party to have an inactive website. The only working website is the party's branch in Dąbrowa Górnicza. As far as the party emblem is concerned, the only entry in the statute says that it is copyright. It is the emblem mainly based on the party acronym in a white-red background.	
Social Democracy of Poland (SDPL) <a href="http://www.sdpl.pl">http://www.sdpl.pl</a>	The statute only contains the provision that the party emblem is reserved for members of the party, and its use requires the approval of the National Board. It is an emblem mainly based on the party acronym, SDPL, in a white letters on a red background. The symbolised tulip flower is associated with Labour Day on May 1.	

1	2	3
<p>Polish Labour Party – August 80. (PPP)  <a href="http://www.partiapracy.pl">http://www.partiapracy.pl</a></p>	<ul style="list-style-type: none"> <li>– The emblem of the party is a white eagle’s head facing the right on a blue background with Polish Labour Party in red and white lettering underneath.</li> <li>– The Labour Party’s slogan is Dignity and Work [citation from the statute].</li> </ul> <p>The emblem described is not to be found on any party documents. There are two logos, which are presented here.</p>	
<p>Edward Gierek Economic Renaissance Movement (ROG)  <a href="http://www.rog.com.pl">www.rog.com.pl</a></p>	<p>The statute only contains the provision that the party emblem is reserved for members of the party, and its use requires the approval of the National Board. It is an emblem based primarily on the party acronym next to the national flag.</p>	
<p>Left Union (UL)  <a href="http://www.unia-lewicy.org">http://www.unia-lewicy.org</a></p>	<p>The programme declaration lacks information on the importance of the logo. In the literature, there is an explanation that the tricolour logo with white, red and green hexagons emphasise on the one hand ‘worker-peasant alliance’, but also refer to the national colours (Marketing w Polityce, zgora.pl, 2013).</p>	
<p>Left Poland (PL)  <a href="http://www.polskalewica.pl">http://www.polskalewica.pl</a></p>	<p>The abbreviation of the party name “Polska Lewica” is “PL.” The party symbol is a graphic symbol: on a white background the red letters “PL” with the blue caption “Polish Left” entered in an oval highlighted in white and red – the graphic design and template logo is attached to the Statute of the PL [citation from the statute; unlike the description, the used caption is in red, as shown here].</p>	
<p>Polish Socialist Workers’ Party (PSPR)  <a href="http://www.pspr.republika.pl">http://www.pspr.republika.pl</a></p>	<ul style="list-style-type: none"> <li>– Party Emblem: against a red background banner at the bottom a half gearwheel, whose entire circle is completed by ears of wheat. In the centre of the circle on a red and white background there is the outline of Poland upon which is the caption PSPR and below it an open book.</li> <li>– The Party banner is red. In its upper part is placed the slogan “Proletarians of all countries, unite!”, and in the middle the party’s emblem in gold or silver, and the bottom contains the party name or its abbreviation.</li> <li>– The party’s anthem is “The Internationale” [citation from the statute].</li> </ul>	

**Source:** Own compilation of the Author, based on the internet sites of the parties (ref. column no. 1).

The analysis presented has revealed the multifaceted image and communications strategies used by the extra-parliamentary left-wing parties. It has revealed, however, that the parties do not take full advantage of the tools available to them. The image studies conducted show that the parties construct their images well in terms of visual identification: clear, simple and transparent logos, consistency in the use of red and referring to the Polish flag, and the standard use of catchy acronyms. Not without significance there is

also attachment to traditions, history, culture, and also historical politics. Worthy of note are the efforts of some of the organisations to exist in current politics: active candidates, competition in elections, even in European structures. But what is striking is the small degree of utilisation of new media and social media. It is clear that the parties are still tied to traditional meetings and rallies of support. On one hand, this reflects a glorious policy of dialogue with 'living people', on the other hand, it shows that these organisations do not have any idea how to attract young people to their ranks. They do not see, or try not to see, that during an economic crisis the mental crisis deepens and the younger generation are not willing (or able) to speak out about their political sympathies. The decline in electoral support is visible, and there is reluctance towards the ruling and opposition parties. This gives ample room for manoeuvre to parties that operate outside the parliament. They have two powerful arguments which could win the sympathy and thus political support of the younger generation. They have political experience (activists, who have largely taken an active part in Polish political life), but because they are outside the parliament they still can use the argument of innovation and a fresh breeze which could blow them into parliament. This is seen by extra-parliamentary groups on the right, while the extra-parliamentary left remains behind a veil of ignorance and silence.

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### Streszczenie

#### **Wybrane aspekty strategii politycznego *public relations* na przykładzie polskich pozaparlamentarnych partii lewicowych. Pierwsza dekada XXI wieku**

Badanie strategii politycznego public relations partii politycznych w zakresie budowania wizerunku jest ciekawym i ważnym tematem. Celem artykułu są rozważania na temat miejsca i roli partii pozaparlamentarnych, które kształtują polską lewicową scenę pozaparlamentarną. Ugrupowania te są do siebie podobne w kwestii budowanej struktury organizacyjnej, zapisu programowego (często łądząco przypominającego partie mainstreamowe lub statuty innych peryferyjnych ugrupowań lewicowych), sytuacji ekonomicznej (brak zaplecza budżetowego, co stanowi znaczną przeszkodę w finansowaniu kampanii wyborczych oraz utrzymywaniu poprawnych struktur partyjnych).

**Słowa kluczowe:** strategię politycznego PR; partie pozaparlamentarne, polskie lewicowe partie pozaparlamentarne