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Pop-culturization of politics and politization of pop culture. Study of examples from Polish political discourse

SUMMARY

Politics and pop culture co-create relations, creating new research phenomena. In my research work, I focus on the study of the two-way relationship between politics and pop culture. I am providing the results of research, regarding multidimensional relations between the politics and popular culture. Among with the development of radio and TV, the politics got into special interaction with those media. Nowadays, as further development is progressing, especially in the Internet, those relations seem to be even more palpable.

The popular culture seems to be rather specific type of culture - the main factor distinguishing it, is its popularity and universality, thank to which it became dominant in highly developed societies.

I am therefore trying to understand how culture can influence the politicians and their actions or how can it be used in political games. I am using the methodology of political science in order to find the answers to my research question. I am especially focused on using the idea of politicality and mechanisms of culture's politicization.

Hypotheses and research questions

The basic research hypothesis **(h1)** assumes that the possible political influence of given pop cultural piece or its creator is growing alongside their popularity. The high popularity of the author automatically turns their work political. This statement leads us to another hypothesis, **(h2)** which states that the pop cultural pieces are permanently political. In my thesis I am trying to prove that the pop cultural pieces hold inalienable potential of turning political.

(h3) The multifunctional character of pop cultural pieces lets them to interact with the political sphere on many different levels: being subject of political debate, spreading political agendas, shaping attitudes amongst society. This leads us to a vital question – **(q1)** is it possible to change one's political views under the influence of a work of pop culture? **(q2)** What might be the role of particular pop cultural pieces in politics, **(q4)** their ability to influence it, **(q5)** possibility of turning political or taking a part in explanation of political science phenomena.

I am also trying to prove that **(h4)** the works of pop culture might positively influence the scope of knowledge in terms of political sciences amongst their audience.

This leads us to another hypothesis, stating that not only the pop culture might get political, but the politics might as well get pop cultural. **(h5)** I assume that current politics, through the imitation and appropriation, gradually adapt more and more characteristic of popular culture, which I am trying to support with evidence in

concurrent chapters of my thesis. Another valid question one must ask oneself is: **(q5)** do particular works of pop culture share common characteristics, in case of showing the world of politics.

Methodology

The basic research methods I am using to verify those hypotheses and research questions are as follows: discourse analysis, system analysis (based on cultural and pop cultural paradigms within the political science), the decisional analysis and comparisons. In my work on the research material I am as well using the desk research approach.

The whole thesis has been enriched by my own research work. I am providing several interviews with different artists, whose work has been – intentionally or not – associated to politics. Those unique sources help us to understand, how are different pieces of art understood in collective consciousness in relation to current politics.

The above appears to be relatively new subject of research, especially in Poland. World widely we have already seen some publications about relations between pop-culture and politics. However, it is still the area with a lot to explore, not only for political studies, but also as knowledge about media or culture.

Dissertation structure

My thesis is divided into sections– introduction, theoretical part and methodological part. The second section (introduction) is divided into five chapters, while the third (theoretical and methodological) is divided into three research chapters and fourth one, being a summary of my research. They are followed by addons, including the whole texts of the interviews and bibliography. Introduction part in based on the desk research approach, based on the analysis of existing data, mainly focusing on examples of polish discourse in political and social areas, while the other part is enriched by information gathered in the interviews and my own research.

Conclusions

The considerations presented throughout the work indicate the multiplicity of interactions that can occur between politics and culture. The transfer of a large part of political life from the one-way space of television and newspapers to the multi-way space of the Internet translated into the creation of new types of political relations. The possibility of politicization applies to virtually all popular content today. In today's world, almost any topic can become political, making neutrality almost impossible

Throughout the dissertation, the complicated and multithreaded relationships that may exist between the world of politics and popular culture were presented. Popular culture influences political discourse, making it similar to itself, while politics uses pop culture for its own purposes. In the case of pop culture, popularity itself has value. The range of impact and publicity determine the marketing potential of a given pieces. Which in turn is associated with political potential, which was manifested in the course of this research.

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