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Editorial: The image of power: media, politics, and communication

The articles presented in this volume offer an interdisciplinary examination of how the image of power is shaped by both the media and the politicians themselves. The reflection explores the role of media as communication channels between politicians and the public and their impact on shaping social attitudes. As media evolve dynamically, their use in communication entails both new opportunities and challenges, raising concerns about the transparency and true nature of activities in this area. To address these concerns, scientific research is needed to understand how politicians attempt to influence opinions, promote judgments, implement changes, and gain power. This encompasses a variety of research problems that reveal recent transformations in political communication.

The volume of “Horizons of Politics” entitled *The image of power: media, politics, and communication* is a collection of texts resulting from interdisciplinary research and analyses conducted by their Authors, who highlight the diverse determinants of contemporary communication. Topics covered in them include: the role of social media in shaping and maintaining political image and promoting political programs, the effects of temporal and socio-economic changes on Polish women’s attitudes toward politics and politicians, the rise in women’s political participation, the evolving nature of politics, communication strategies in parliamentary elections, the challenges of misinformation and methods to combat it, the evolution of the image of power over time in relation to technological advancements in the media as well as social, political, cultural determinants, and the role of media in the fight for power.

The considerations reveal that media-driven image shaping is increasingly adopting new forms, influencing the attitudes of social participants. Additionally, it is evident that audience engagement often occurs under terms clear to the broadcaster but not always clear to the audience, highlighting the need for ongoing verification of the information reaching the public. Given the relevance and importance of these issues for academic discourse, we dedicate this issue of “Horizons of Politics” to their exploration.

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