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CRISIS COMMUNICATION TACTICS OF POLISH POLITICAL PARTIES

ABSTRACT

The article contains an analysis of types and effectiveness of crisis communication tactics utilized by Polish political parties from September 2006 to October 2013. The content analysis of statements which were created by Polish politicians allowed to identify 10 types of crisis communication schemes. The statistical analysis of the public opinion polls reveals that only one kind of tactics, named *the expiation tactics*, did not prove to be successful in solving the crisis situation in the covered period.

Key words

communication tactics, crisis situation, Polish political parties

1. Introduction

In general, the topic of a crisis situation is encompassed by two paradigms, which can be named *the paradigm of the civil service* and *the organizational paradigm*. In spite of some related issues, the mentioned paradigms differ markedly in a few essential points such as: the definitions of main risks, the nature of problem solving tools, and the decisions whose subject must be primarily protected.

Within the confines of *the paradigm of the civil service*, crisis situations are associated with natural and ecological disasters, terror attacks, public order offences, and wars. Therefore, it is associated with emergencies whose essence is creating threat to life or health of citizens residing in a particular area (see: Ustawa o zarządzaniu kryzysowym (2007); Bąk, 2010; Bumgarner, 2008; Haddow,

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