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Summary of the dissertation: "Discourses of the Polish blogosphere: Analysis of the rhetorical strategies of selected Internet political commentators".

The aim of this dissertation is to present the results of the analysis of rhetorical strategies used by political commentators in the Polish blogosphere. The analyzed case study is the debate that ensued the death of the mayor of Gdańsk, Paweł Adamowicz, who was stabbed on January 13, 2019. The first part of the thesis covers theoretical issues. The first chapter discusses the concepts of the public sphere, deliberation and the political aspects of online discussions. This paper assumes that public discourse in the blogosphere is a cooperative effort of commentators who speak, argue, and persuade in a certain way shaped by their values and ideologies. Therefore, the commentators representing a given position are collectively called "a public" in this paper. In the second chapter, based on a review of the literature on Polish political discourses, three publics of the Polish blogosphere are distinguished and characterized: the liberal public cherishes the values of democracy, human rights and the quality of public debate; the conservative public refers to traditional values; the anti-system public is the most internally diverse and excels at contesting of the current cultural, axiological, legal and political order.

The second part of the dissertation is devoted to the methodological issues. The third chapter constitutes a methodological contribution in which the rationales for of the analytical models adopted in the study are presented, basing on rhetoric and critical discourse analysis. In the fourth chapter, analytical categories, the model of practical argumentation (Fairclough and Fairclough 2012), as well as categories taken from historical discourse analysis (HAD) (Reisigl and Wodak 2016) are operationalized. The chapter also presents the analytic protocol applied to the dataset, i.e., 3048 comments from Twitter and 3756 comments from Facebook coded in Atlas.ti 23.

The third part reports on the results of the analysis of the rhetorical strategies used by the commenters in debates after the assassination of Paweł Adamowicz. The fifth chapter presents the results of the qualitative analysis in three thematic areas: hate and hate speech in the public sphere, punishment for the perpetrator and commemoration of Paweł Adamowicz. The sixth chapter describes discursive processes that are metapolitical in nature, i.e. depoliticization, politicization, mythologization and demythologization, as well as the rhetorical means for the representation of respective visions of political reality.

The results of this study broaden the state of knowledge about the rhetorical strategies that tend to be resorted to by citizens in political deliberation in the blogosphere. As a result of the analysis, typical patterns of argumentation and representation of political reality were described, and rhetorical strategies of specific online publics identified. The most important result of this work is the description of the strategies of presenting the views of anti-system commentators who contest the debate conducted in the mainstream media using a characteristic rhetorical repertoire.

Keywords: rhetoric, rhetorical strategies, argumentation, critical discourse analysis, blogosphere.