Summary

This doctoral dissertation entitled *Linguistic Creation of Candidates' Image and the Concept of Framing. The 2020 presidential campaign in Poland in »Wiadomości« and »Fakty«* focuses on combining linguistic and frame analysis of news in the TV news services on public television (TVP1 – "Wiadomości") and commercial television (TVN – "Fakty") in Poland. The aim of this work seeks, on the one hand, to present a combination of research methods – rhetorical-eristic and frame analysis, which allowed for the study of *frame interior analysis*. On the other hand, the dissertation aims to provide an answer to the question of how TV news services create the linguistic image of candidates in news using different tools (linguistic resources and frames). The research material concerns the period of the presidential campaign in 2020 (15.05.2020 – 10.07.2020). It was divided into three stages (15.05.2020 – 2.06.2020 [the period from Rafał Trzaskowski's declaration of running in the election to announcing its new date]), 3.06.2020 – 26.06.2020 [the period preceding the first ballot], 29.06.2020 – 10.07.2020 [the period between the first and the second ballot]), and the news into three categories (depending on the position of the candidates in the presented news – primary, secondary or insignificant).

Pieces of news appearing in TV news servies can be assigned to one of the frames including economy, conflict, human interest, responsibility or morality. An affirmative answer to at least two questions allowed the news to be classified into a given frame. In the case of the highest number of affirmative answers in relation to two or more frames being equal, a mixed frame was created. The selection of frames was based on the publications of authors such as: H. A. Semetko, P. M. Valkenburg [2000] and W. R. Neuman, M. R. Just, A. N. Crigler [1992]. The operationalization of frames was based on the publication by M. Palczewski [2011]. The rhetorical-eristic analysis consisted on finding tropes, rhetorical figures, eristic tricks and argumentative devices used to create the message by the senders in TV news services.

The obtained results indicate that the conflict frame was most often used in the process of linguistic image creation. The most common language sources appeared in both services were negative evaluating epithets, positive evaluating epithets and hyperboles. The most common argumentative procedures were opinions without justification and *petitio principii*. The most active senders in TV news services were reporters and candidates (self-creation).

Keywords: rhetoric, *framing*, linguistic image creation, "Wiadomości", "Fakty"