

Abstract

Myths of Russia in the Polish Press in 2004-2010 it is a work devoted to the analysis of political phenomena of the national political myth. Political myth is treated here as an object of observation. The study focused on the confirmation of the occurrence of the essence of the myth as its method of implementation in the form of structured narrative. Added to this phenomenon referred to as the representatives of the various mythical narrative. The analysis focuses on qualitative research and quantitative research.

Qualitative research and quantitative research are conducted on the basis of the matrix of mythic narrative. The matrix consists of eight national political myths Russia, such as the myth of empire, the myth of the eternal enemy. Each of these narratives is divided into units of analysis in the form of cultural codes.

The first chapter concerns the work of the political myth. They have been here verified traditional concepts of theoretical and methodological myth. In this chapter, shall be settled in the conceptualization of the category of political science in the form of national political myths. Developed, coherent theoretical analysis of the myth allows you to take qualitative and quantitative research presented in the following chapters (Chapter second and third).

Qualitative and quantitative analysis confirms that the national political myths are realized by modal structures. National political myth is a narrative structure on the properties of symbolic interpretation. Myths of Russia in the Polish press are present in the structure of the narrative mythical metaphors. Metaphors are composed of units of the mythical narrative. Units mythical narrative is a direct appeal as a cultural code to one of the eight separate narratives Russia.

The most common myths represented in the Polish press are those relating to the threat from the Russian side: the myth of empire and the myth of the eternal enemy. Polish accession to the European Union has not changed in a significant trend narrative Polish as a shield in Europe. Changed the perception of the threat of the Community. Russia becomes the narrative mythical global threat and not the particular to the interests of Polish.

The fourth chapter concerns the theoretical and methodological issues phenomenon framer mythical narrative on the press. Postulated here is the mechanism

framything - the use of units of the mythical narrative to strengthen the transmission release. Discussed here are ideas for framing analysis framework and theories related to the persuasiveness mythical narrative. Framing mythical narrative appears to be a phenomenon of ritual and giving meaning to the text of the press.

The next chapter is the verification of theoretical and methodological assumptions with regard to the framing myth. Special analysis are here submitted title, lid, lift and signature of the press photographer. He goes to prove the existence of the phenomenon of framing a myth. The high level of narrative units mythical titles, lids, lifts and signatures indicates that the transmission release is outside of the framework. Framing myth has many functions such as the imposition of optics to read the text, to give meaning to the transfer, help with its interpretation.

Chapter Six verifies the field of theoretical and methodological interdependence of phenomena such as history, collective memory and myth. In this regard, the following theoretical analysis of such forms of memory as memory space, storage media and memory figures. It was considered that in the mythical narratives in the press communication function figure memory as a semi-permanent buildings. The proposed and analyzed here is the phenomenon of transfiguration. Transfiguration is another mechanism for the realization of national political myths in mass communication.

The last chapter is a descriptive analysis of the transfiguration. In this chapter are described further modules implementation breaking figures of memory, the operation of their transmission in the press and in the mythical narrative.

The result of the whole work is the complement of scientific discourse on the analysis of the national political myths, framing narrative mythical transfiguration memory in the narrative of the mythical and the transmission release.