

Appendix

Sources used for qualitative analysis

Civic Coalition

KO. (2023). *100 konkretów na pierwsze 100 dni rządów*, <https://100konkretow.pl/wszystkie-konkrety/>

KO. (2023a). KO leaflet

KO. (2023b.) KO leaflet

KO. (2024a). KO leaflet

KO. (2024b.) KO leaflet

TVP 1. (2023). Donald Tusk in Parliamentary debate, broadcast on 9 October.

TVP 1. (2024). Borys Budka in EP election debate, broadcast on 5 June.

TVP 1. (2025a). Rafał Trzaskowski in Presidential debate before the first round of the election, broadcast on 12 May.

TVP 1. (2025b.) Rafał Trzaskowski in Presidential debate before the second round of the election, broadcast on 23 May.

Law and Justice

PiS. (2023). *Bezpieczna przyszłość Polaków – Program PiS*, <https://pis.org.pl/aktualnosci/bezpieczna-przyszlosc-polakow-program-pis>

PiS. (2023a). PiS election rally, organized on 24 June in Bogatynia, speech of Jarosław Kaczyński.

PiS. (2023b). PiS leaflet

PiS. (2023c). PiS footage

PiS. (2023d.) PiS footage

PiS. (2024). Programme Convention #BiałoCzerwoni, organised on 2 May in Kielce, speech of Jarosław Kaczyński

PiS. (2024a). PiS footage

TVP 1. (2023). Mateusz Morawiecki in Parliamentary debate, broadcast on 9 October.

TVP 1. (2024). Beata Szydło in EP election debate, broadcast on 5 June.

TVP 1. (2025a). Karol Nawrocki in Presidential debate before the first round of the election, broadcast on 12 May.

TVP 1. (2025b). Karol Nawrocki in Presidential debate before the second round of the election, broadcast on 23 May.

Third Way

TD. (2023a). TD election rally, Zakończenie kampanii wyborczej, organised on 13 October in Grodzisk Mazowiecki

TD. (2024). TD programme. *Siła Polaków w Europie- Lista wspólnych spraw Trzeciej Drogi w Parlamencie Europejskim*. <https://polska2050.pl/program-europejski-trzeciej-drogi/>

TD. (2025). Szymon Hołownia election rally Zatrudniamy prezydenta? organized on 16 May in Warsaw.

TVP 1. (2023). Szymon Hołownia in Parliamentary debate, broadcast on 9 October.

TVP 1. (2024). Michał Kobosko in EP election debate, broadcast on 5 June.

TVP 1. (2025a). Szymon Hołownia in Presidential debate before the first round of the election, broadcast on 12 May.

New Left

NL. (2023). *Program Wyborczy KW Nowa Lewica*, <https://lewica.org.pl/program/program-wyborczy-kw-nowa-lewica>

NL. (2023a). Dorota Pędziwiatr' leaflet, parliamentary candidate for Sejm from Wrocław.

NL. (2024). *Program Europejski Lewicy*. <https://lewica.org.pl/aktualnosci/10837-europa-dla-ciebie-prezentacja-programu-wyborczego>

NL. (2025a). Magdalena Biejat election rally, organised on 1 February in Radom

TVP 1. (2023). Joanna Scheuring-Wielgus in Parliamentary debate, broadcast on 9 October.

TVP 1. (2024). Joanna Scheuring-Wielgus in EP election debate, broadcast on 5 June.

TVP 1. (2025a). Magdalena Biejat in Presidential debate before the first round of the election, broadcast on 12 May.

Confederation

Confederation. (2023). *Konstytucja Wolności – program wyborczy 2023*, <https://konfederacja.pl/konstytucja-wolnosci-program-wyborczy-2023/>

Confederation. (2025). *Mentzen. Silna, Bogata Polska*. <https://mentzen2025.pl/silna-bogata-polska/>

Confederation. (2025a) Sławomir Mentzen election rally, organised on 16 May in Wrocław.

TVP 1. (2023). Krzysztof Bosak in a Parliamentary debate, broadcast on 9 October.

TVP 1. (2024). Konrad Berkowicz in EP election debate, broadcast on 5 June.

TVP 1. (2025a.). Sławomir Mentzen in Presidential debate before the first round of the election, broadcast on 12 May.