

We are pleased to invite you to the conference:

**Deliberative Format of Election Campaigns: Interventions and Institutionalisation**

**Date:** May 18, 2026, 10:00am–5:30pm

**Venue:** University of Warsaw, Faculty of Sociology, Karowa 18, Room 18

This conference brings together scholars and practitioners to exchange ideas and experiences on communication procedures and institutions that foster deliberative electoral campaigns promoting informed and reflective decision-making among voters, in contrast to dominant, persuasion-focused practices.

Traditionally, mainstream campaigns have centred on persuading voters to support particular parties or candidates, relying heavily on opinion polls and sometimes sacrificing substantive debate for broader appeal. While the broadcast era, especially within European public media, provided set rules for debates and presentations, confrontational framing often prevailed. The rise of the Internet and social media has enabled easier mobilisation and greater access to information, yet has also contributed to information bubbles, affective polarisation, the spread of disinformation, and the strengthening of populism. In response, initiatives such as party- and candidate-comparison tools, especially when coupled with citizen-led agenda-setting, and the ‘deliberation day’ concept, offer promising alternatives.

The programme includes a keynote speech by Prof. John Gastil (Pennsylvania State University) and three panels discussing:

- (1) the democratic shortcomings of current electoral campaigns,
- (2) strategies for embedding deliberative interventions, and
- (3) strengthening deliberative approaches to electoral communication with public media.

The full programme is attached.

To register, please [fill in the registration form](#).

If you have any questions, please contact us at [cd@uw.edu.pl](mailto:cd@uw.edu.pl).

We look forward to your participation in this important discussion.

The Faculty of Sociology and the Faculty of Journalism, Information and Book Studies, University of Warsaw.