

## **Abstract (EN)**

### **Political Communication on the Social Networking Sites**

Analysis of the interaction between the Hungarian political parties from Romania and the Facebook users in the period of March-May of 2013.

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In field of political communication in the last decade we have witnessed several changes in the content and form of the communication among all the main political actors. In the era of the post-modern campaigns the question is about how political campaign's can and will implement these changes in their communication strategies, message shaping and use of tools. In my theses I examine the relationship and user interactivity between the content presented on social network sites by the Romanian Hungarian political parties and the online users. The development of the online political communication of the Hungarian parties is influenced by three main factors: the available technology, the rate of the internet acces of the citizens and the special circumstance of minority politics. The conclusions of this research answers the question in what proportion the online political messages engage the users of social network sites.

Key words: political communication, online, social network sites, and interactivity