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In the literature which discusses the issue of the functioning of political parties, we can find researchers talking about a serious crisis of political parties, which undermines their usefulness in modern political systems. The results of many studies and surveys conducted in recent years clearly show, however, that political parties still play an important role in European democracies, although some of their functions have changed. There is no doubt, however, that modern political parties are struggling with the challenges of the dynamic transformations in their social and institutional environment. For years, in Europe an interest in membership in political parties has been decreasing gradually, loyalty to the party is also declining, which is reflected in the instability of electoral behavior at an aggregate level, citizens have more confidence in social movements, activists and tribunes criticising political parties as institutions that have lost contact with their social environment. Rapid development of new technologies and communication technologies is changing the culture of communication in the relationship citizen / voter-political actor, which kind of "forces" the need for adaptation in the strategies of political parties in the field of political communication. The main objective of the research project is to analyse the organizational and communication strategies adopted by Polish political parties in order to adapt to the challenges taking place in their social environment. We offer a rarely undertaken formula of research conducted from two perspectives: political science and communication. Qualitative and quantitative empirical research will be conducted among members of political parties, MPs, party administrative staff at central and regional levels as well as among voters and non-voters. The project is epistemological in its character, and its aim is to deepen our knowledge about contemporary political parties.