
Special issue
Political communication

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Political communication today: challenges and threats

Abstract

Events such as the triumph of Brexit in the United Kingdom, the victory of Donald Trump in the United States or the rise of populism in some European countries have resulted in a significant upheaval in the western political scenario, which had remained stable since the Second World War. These events have opened up new and relevant avenues for political communication. This discipline is facing important challenges and threats, from the academic and political action points of view. New phenomena, such as the loss of credibility of political actors and of the traditional means of communication, the trivialisation of politics, the use of algorithms to understand, anticipate and intervene in the development of communication or the rise of the new media in the public arena are being combined with old acquaintances such as persuasion, propaganda, customisation and mastering emotions. This article explores new lines of work, prospects, strategies and positioning and furthermore reflects on the possibilities offered by them for establishing future theoretical, methodological and action paths within a communicative realm characterised by its ongoing evolution within an increasingly uncertain and changing context.

Keywords

Neuropolitics, elections, algorithmic democracy, metaphor, post-truth, emotions

1. Introduction

In recent years, western democracies have experienced very surprising events that apparently contradict the electoral logic known until then. Situations such as the rejection by referendum of a peace agreement with the FARC guerrillas in Colombia, the victory of Brexit in Great Britain, the unexpected triumph of Donald Trump in the United States or the rise of the populist parties in several European countries, have highlighted the role of political communication and its effect on citizenry. Tension prevails and the current discussion is about the extent to which political communication and media language (as a reflection and expression of reality) can contribute to the necessary democratic dialogue and recovery of confidence, participation and understanding between politicians and voters, governments and citizens.

Political Communication Today

JL Elias



Political Communication Today:

Decoding **Political Communication Today**: Revealing the Captivating Potential of Verbal Expression

In an era characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its capability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Political Communication Today**," a mesmerizing literary creation penned by way of a celebrated wordsmith, readers embark on an enlightening odyssey, unraveling the intricate significance of language and its enduring affect our lives. In this appraisal, we shall explore the book is central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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