

PARTIES AND POLITICAL SYSTEMS IN EUROPE: COMMUNICATION OF THE ACTORS

INFOTAINMENT, POLITAINMENT

6th lesson

EFOP-3.6.2-16-2017-00007

SZÉCHENYI  2020



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INVESTING IN YOUR FUTURE

LEARNING GUIDE

- Lesson length: **8** slides
- Content:
 - Infotainment
 - Political socialization of voters
 - Political participation of voters
 - Public opinion
- Recommended minimum duration for review: 25 minutes
- Suggested minimum time for learning: 1 hour
- The learning of the curriculum is aided by a reading lecture and self-assessment questions.
- Recommended minimum duration of this full lesson: 1 hour 30 minutes.



INFOTAINMENT

- A constructed noun, infotainment is the combination of the words **information** and **entertainment**, suggesting a practice of the blending together of their presentation within the broadcasting of news and current affairs.
- **What is politainment, then?** (poli = politics)

INFOTAINMENT: TYPES

- Infotainment 1.0: a political program including gossip and scandals.
- Infotainment 2.0: the information is completely “tabloidized”.
- Infotainment 3.0: showmen talks about politics.

POLITICAL SOCIALIZATION OF VOTERS

- Today, political socialization is influenced by info(poli-)tainment.
- Two stages of political socialization:
 - Political socialization during *childhood* (starts very early and lasts until the child is 15-16 years old).
 - Political socialization during *youth ages* (from 15-18 until the youth is around 29 years old).

POLITICAL SOCIALIZATION OF VOTERS: HOW PEOPLE LEARN ABOUT POLITICS?

- The theory on *rational citizens* says:
 - Through information shortcuts will a person learn about politics (issues, topics, politicians, parties) – not will know everything, but will get a picture about the whole and will use that for future issues, as well.
- Information processing: the infotainment says that a person will process political information through the infotainment.

POLITICAL PARTICIPATION OF VOTERS

- Pessimistic views
 - People are not interested in politics (most of the people).
- Optimistic views
 - There are always certain (political) elements in society that will pull in people.
- **Also relevant:**
 - Mobilization of political actors (involves citizens),
 - Different types of citizens (there are always those, who will be interested in politics).

POLITICAL PARTICIPATION OF VOTERS

- Participation in voting (reasons):
 - Party identification
 - Issue voting
 - Negative preference
 - Left-right location
 - **Leaders' image** (many claim that this is the most important reason)
 - Political information
 - Influence
 - Encapsulation

PUBLIC OPINION

- What is opinion?
 - An opinion is a *changeable* predisposition due to
 - Schemes (in people's head)
 - Values
 - Group identifications

PUBLIC OPINION

- Types of public opinion (measured by polls):
 - General public – citizens as whole,
 - Qualified public – those citizens who learn about an issue,
 - Active public – those citizens who are actively involved in an issue,
 - Public of voters – those who are eligible to or going to vote,
 - Latent public opinion – an opinion that is not visible in polls,
 - Perceived majority – an opinion that is thought to be the leading opinion (it is not necessarily the leading in reality).

ABOUT THIS LESSON

The images used in the curriculum can be found online and are freely accessible.

The curriculum is for educational purposes only.

Compulsory and recommended literature sources for the given course were used as sources for the lesson.

This teaching material has been made at the University of Szeged, and supported by the European Union by the project nr. EFOP-3.6.2-16-2017-00007, titled Aspects on the development of intelligent, sustainable and inclusive society: social, technological, innovation networks in employment and digital economy. The project has been supported by the European Union, co-financed by the European Social Fund and the budget of Hungary.

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