

PARTIES AND POLITICAL SYSTEMS IN EUROPE: COMMUNICATION OF THE ACTORS

MEDIATIZATION AND MEDIA EFFECTS IN EUROPEAN POLITICS

3rd lesson

EFOP-3.6.2-16-2017-00007

SZÉCHENYI 2020



HUNGARIAN
GOVERNMENT

European Union
European Social
Fund



INVESTING IN YOUR FUTURE

LEARNING GUIDE

- Lesson length: 9 slides
- Content:
 - How do we explain mediatization?
 - Four dimensions of the mediatization of politics
 - The systemic effects of the mediatization
- 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: 2 hours.



HOW DO WE EXPLAIN MEDIATIZATION?

- First of all, mediatization refers to **centrality of the mass media** in the (social and political) communication.
- Second, **centrality of social media** is also important.

These implicate the followings:

- The economic goals of the media shape the political (and social) narratives.
- Media *could* become the fourth branch of power (fourth power).

FOUR DIMENSIONS OF THE MEDIATIZATION OF POLITICS

Most important source of information: Experiences or interpersonal communication

Most important source of information: The media

Media mainly dependent on political institutions

Media mainly independent of political institutions

Media content mainly governed by political logic

Media content mainly governed by media logic

Political actors mainly governed by political logic

Political actors mainly governed by media logic

THE SYSTEMIC EFFECTS OF THE MEDIATIZATION

- These effects could be
 - Media effects
 - Spectacularization
 - Agenda
 - Fractionalization
 - Political effects
 - Personalization
 - Leaderization
 - Selection of political élites

MEDIA EFFECTS

- Spectacularization
 - All politicians make use of media.
 - All politicians must follow the [frames](#).
 - Politicians have to activate the interest of the media.
 - At the end, spectacularization is a joint result of media – politics interplay.

MEDIA EFFECTS

- Agenda ([agenda-setting](#))
 - Explains how media (and politics) try to influence citizens' issue priority (the agenda).
 - Public agenda is influenced by media agenda and these two influence policy agenda. If politics desires friendly climate of issues it will try to influence public agenda (mainly through the media agenda).
 - This attempt is also known as agenda building.

MEDIA EFFECTS

- Fractionalization
 - Images of/from politics became fractionalized.
This will contain:
 - Sound bites: it summarizes the position of the speaker but spectacular or sensational positions are more liked by the media (and the public) because those sell themselves.
 - Packaging politics: PR, marketing and communication experts help to sell the politicians and parties and to create those sound bites that could be broadcasted in the media.

POLITICAL EFFECTS

- Personalization
 - Media likes pictures of single individuals rather than institutes. Therefore, each politician is assessed as a single person rather than as a partisan leader, due to changes in mass communication.
 - Popularization: the more popular is the politician the more free airtime will get in media. Popularization of politics is the clear sign of end of the ideologies in Europe.

POLITICAL EFFECTS

- Leaderization
 - It comes from personalization. The leader prevails and it becomes visible in communication, too.
 - Electoral systems can help the spread of leaderization.
 - As a result, traditional parties disappearing and parties with recognizable leader but with no visible membership appear.

POLITICAL EFFECTS

- Selection of political élites
 - Media's role will increase in selection of political candidates
 - Mediagenic politicians will appear.
 - For U.S. see the winnowing effect.

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.



HUNGARIAN
GOVERNMENT

European Union
European Social
Fund



INVESTING IN YOUR FUTURE