

PARTIES AND POLITICAL SYSTEMS IN EUROPE: COMMUNICATION OF THE ACTORS

TRENDS IN ELECTORAL CAMPAIGNS IN EUROPE

5th lesson

EFOP-3.6.2-16-2017-00007

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INVESTING IN YOUR FUTURE

LEARNING GUIDE

- Lesson length: 7 slides
- Content:
 - Why should we deal with electoral campaigns?
 - Types of electoral campaigns
 - Professionalization of campaigns
 - The image
- 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.



WHY SHOULD WE DEAL WITH ELECTORAL CAMPAIGNS?

Elections are important!

- Elections are decisive in all democracies
 - There are winners and losers (more losers than winners) – dramatic nature of campaigns,
 - Works in legitimation process,
 - People can learn about the strengths of the parties.
- All politics is concerned by permanent campaign
 - Electoral campaigns do not end with elections!

TYPES OF ELECTORAL CAMPAIGNS

- Position campaign vs. conquest campaign
 - Position = stand- or viewpoint on issues like abortion, religion, LMBTQI, gun control (in U.S.), immigration, economy, taxes, etc.
 - Conquest = The idea is to show to voters of opposite side the vision of the party/politician on issues expressed by counterparts.
- Party-centered vs. candidate-centered campaign
 - Party-centered: mainly Europe; candidate-centered: mainly U.S.
 - The two types are mixing.

PROFESSIONALIZATION OF CAMPAIGNS

- Professionalization is fueled by three general conditions:
 - Political secularization
 - Since the 1960s we are witnessing the **end of ideology** among the electorate; parties will follow the electorate
 - The growing availability of media resources
 - Since the late 1980s more commercial media channels are available all over Europe.
 - The professionalization of politics in general
 - In old time, politicians were the campaign managers. Today politicians do not need to be familiar in campaigning, the job can be done by professional experts.

PROFESSIONALIZATION OF CAMPAIGNS

- What professionalization means?
 - Nationally coordinated campaigns
 - The creation of campaign units within parties and the use of consultants
 - The use of market intelligence
 - Communication focused on the media
 - Narrowcasting
 - The permanent campaign

PROFESSIONALIZATION OF CAMPAIGNS: MARKETING TECHNIQUES

- Traditional techniques
 - Interactive: canvassing, meetings
 - Unidirectional: press, leaflet, gadgets
- Audiovisual techniques
 - Direct use of the audiovisual media: political ad
 - Indirect use of the audiovisual media: debates, talk show
- Techniques on social media
 - Microtargeting
 - Fundraising

Political consultants (advisers, managers...) are those who will prepare the right marketing mix for a certain campaign.

THE IMAGE

- The image can be launched or perceived image
 - Launched like dress. By changing the outfit, the image can be changed easily.
 - Perceived lives in our heads. It is harder to change.
- Three dimensions of the image
 - Personal: politician in the kitchen, for instance.
 - Political: more connected to policy handling.
 - Performative: as seen through the media.

THE IMAGE: THE POLITICAL AD

- Political ads are one of the best tools to spread the image.
- The spot is:
 - An audiovisual message (few decades ago it was televised, today not necessary broadcasted through television),
 - It is short, lasting at around 30-60 seconds, but it can be longer,
 - Assertive and unproblematic (because it is short),
 - Likes to represent example(s),
 - Simplifying political 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.

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