

FROM SPEECHWRITING TO BLOGGING: the entropy of political communication

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- Politics means struggle for power
- Leaders are the subjects of politics
- Communication is the essence of politics
- Communication between leaders














Modern leaders' political communication: stages of development



- Umbellate communication development
- International relationships
- Secularization: the middle of XIX century
- Mass communication: the beginning of XX century (World War I)
- Totalitarian communication: 1930-1950s (World War II)

- The fields of communication get integrated.
- Aims, semantics and values are united.
- The barriers are overcome:
the Berlin wall broken down and the Internet advent



Rank	Country	Internet users	% of pop.
—	World	1,733,993,741	25.6%
1	 China	384,000,000	28.9%
—	 <i>European Union</i>	312,151,571	63.8%
2	 United States	227,719,000	74.1%
3	 Japan	95,979,000	75.5%
4	 India	81,000,000	7.0%
5	 Brazil	67,510,400	34.0%
6	 Germany	54,229,325	65.9%
7	 United Kingdom	46,683,900	76.4%
8	 Russia	45,250,000	32.3%
9	 France	43,100,134	69.3%
10	 South Korea	37,475,800	77.3%

Source: www.wikipedia.org



New resources

- Of the generation
- Visual
- Interactive
- Semiotic
- Multiplicative

Obama's election campaign in 2008: Obama is the Web leader



The number of political blogs is 7,114

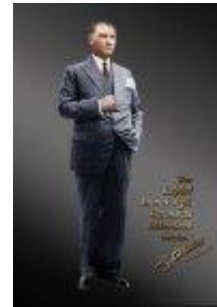


1. Democratic 1,461
2. Republican 1,158
3. Libertatian 760
4. Etc.

Barack Obama 7.324.446



Michelle Obama 670 410



M.K. Ataturk 862 290

Nelson Mandela 247 973



Silvio Berlusconi 199 425



Nicolas Sarkozy 208 396

of blogs dedicated to politicians:



Nicolas Sarkozy	1.396 items
Barack Obama	29.413 items
Silvio Berlusconi	2.544 items
Nelson Mandela	1.464 items
Bill Clinton	4.423 items

Source: www.blogscatalog.com

Changing the paradigm

Total society control



Web-control over the powers

Confidentiality



Availability

Periodic



Permanent communication

Sanctioned



Spontaneous communication

Mass



Individual communication

- Website
- Blog
- Social networks working according to hi projects
- Fan club in the Web
- Work in FB, LI, Twitter, You Tube, Flickr, regional and state professional and universal networks



Politics in the digital world: the entropy of political communication

- The monologue is replaced by the dialogue
- The moral teaching is replaced by discussion
- The verity is replaced by the menu of verities
- The social dialogue is developing
- Millions of people are included
- Transcendence and transparency are increasing





There is no response to the requirements

Thank you

Merci

Danke schön

Ευχαριστώ

Obrigado

Grazie

תודה רבה

Muchas gracias

Спасибо

شكرا

