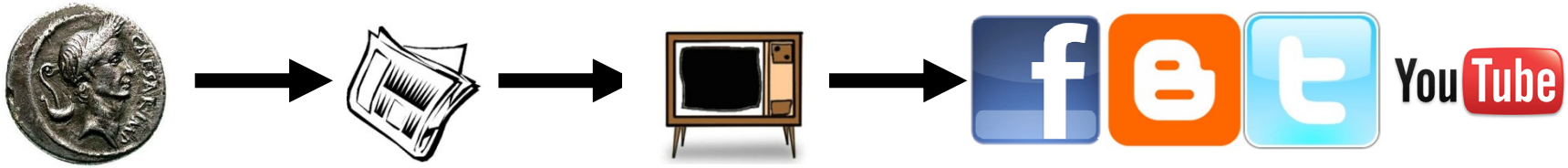
The changing role of Political Communication



1. Definition of Political Communication
2. Evolution of Political Communication
3. Modern Political Communication
4. Conclusion and To do list

1. DEFINITION OF POLITICAL COMMUNICATION

1.1 What is Political Communication?

Political Communication is a field of communications that is concerned with politics, political systems and political leadership.

Example:

Any election campaign or any government operation / campaign :

VOTE FOR
OBAMA

1.2 When did Polit. Communication develop?

Political Communication developed with the first political systems, state power and political leadership.

Example:

Coin Julius Caesar with laurel wreath.

„Powerful and victorious!“

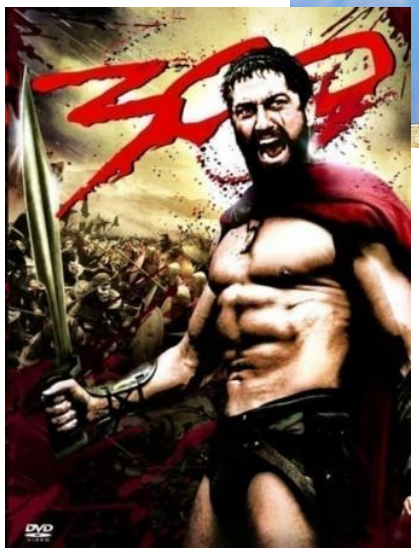
Gaius Julius Caesar
Roman general and statesman.

1.3 Where did PC develop?

Political Communication developed within the first political systems and states.

Example: Ancient Greece:
King Leonidas of Sparta,
died 7 August 480 BC.

„Come and get them…“



1.4 Why comunicate?

The main aim has always been creating credibility, glory, power and trust.

Example Napoleon
French Emperor

2. Evolution of Political Communication

2.1 Ancient Political Communication

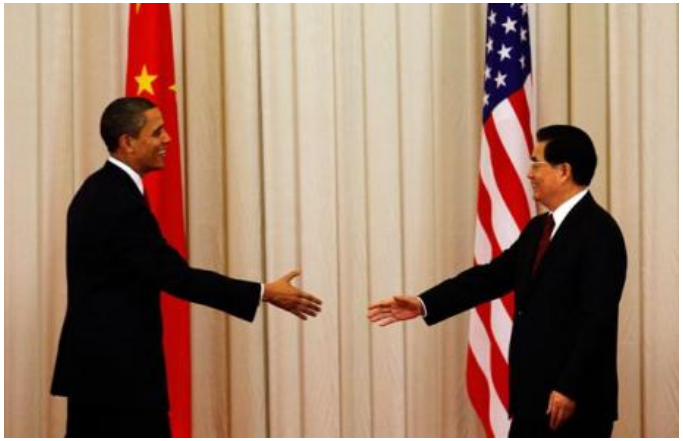
(From the first political systems – 19th century)

Ancient Poilitical Communication was mainly symbolically and ritualistic.

Example:

Flags, Coat of Arms, National Anthems…

Political Communication will always be symbolic!



Excursion: Image language in PC

2.2 Factors that changed Political Communication in the 19th century

- Raise of Democracy
- Better Education
- First Mass Media

2.3 Traditional Political Communication

(19th century – aprox. 1990ties)

- Top-down Approach
- Mass Media
- One way communication
- High loss of money

2.4 Modern Political Communication

(Since aprox. the year 2007)

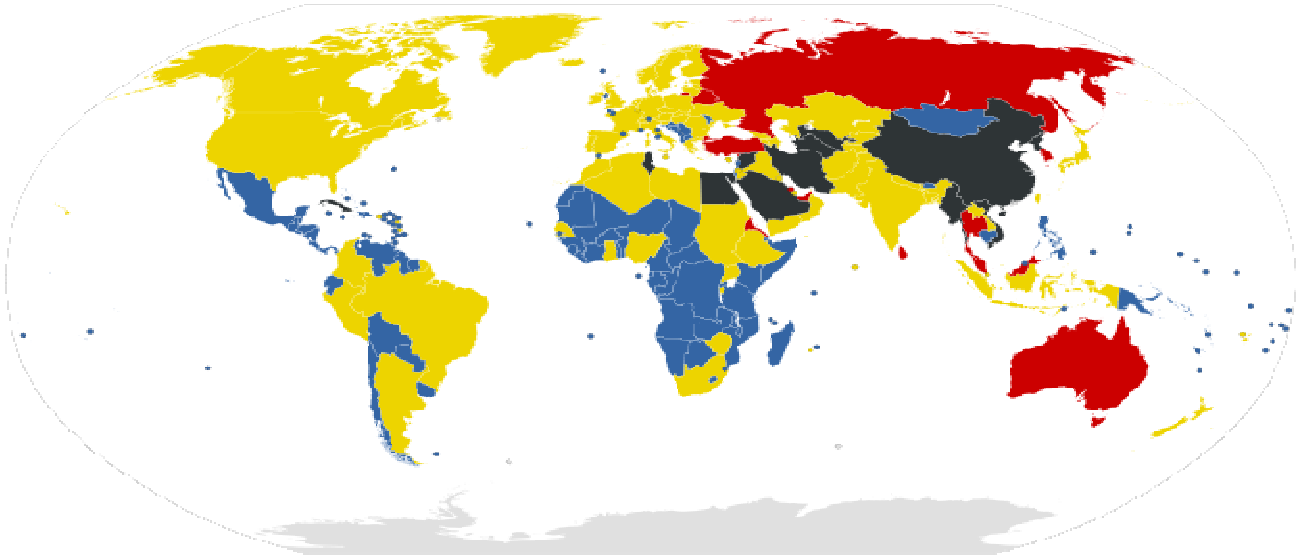
- Web 2.0
- Bottom-up Approach
- Social Media
- Two way communication

2.5 Internet Web 1.0 – Web 2.0

Web 1.0	**Web 2.0**
E-Mail	Social Media
Newsletter	UGC, Blogs
Websites	Dialogue
Information	Participation
Top down	Bottom up
Control	Loss of Control

2.6 Web 2.0 Instruments of modern PC

2.7 Internet Censorship



Black: censored, yellow: partly censored, red: supervised,
blue free access

Source: Reporters sans frontières

3. Modern Political Communication

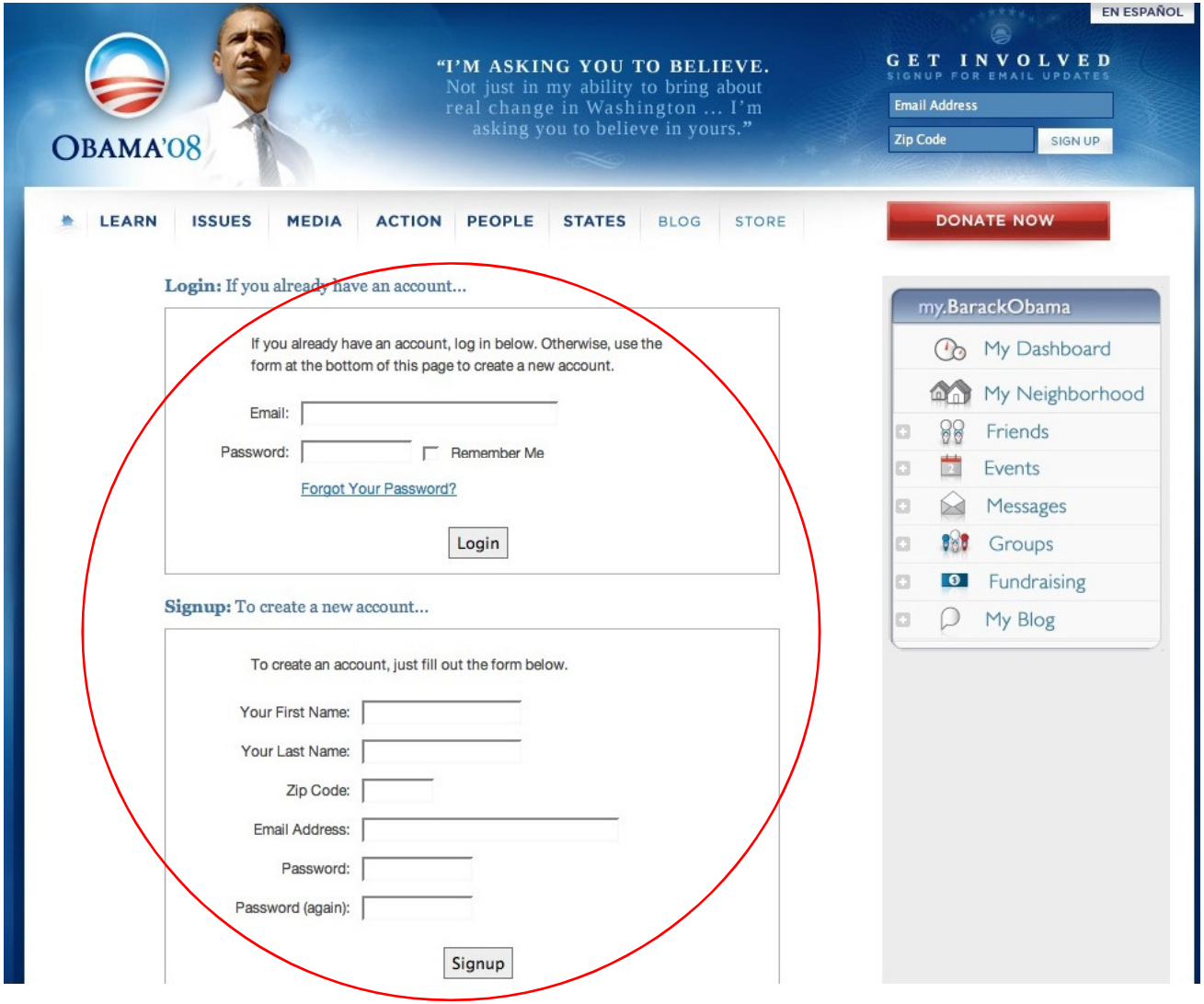
3.1 Modern Political Communication is:

- Still looking for trust and credibility
- Dialog Communication
- Accepts to loose control
- Striving for grassroot campaigns

3.2 Example Election

OBAMA

- Around 55.000.000 $
- 10 Million E-Mail addresses
- 5 Million mobile phone numbers
- 4 Million names of donators
- 94 % around 200$ (Clinton 26%)


EN ESPAÑOL
OBAMA'08
"I'M ASKING YOU TO BELIEVE.
Not just in my ability to bring about real change in Washington ... I'm asking you to believe in yours."
GET INVOLVED
SIGNUP FOR EMAIL UPDATES
Email Address
Zip Code
SIGN UP
LEARN
ISSUES
MEDIA
ACTION
PEOPLE
STATES
BLOG
STORE
DONATE NOW
Login: If you already have an account...
If you already have an account, log in below. Otherwise, use the form at the bottom of this page to create a new account.
Email:
Password:
Remember Me
Forgot Your Password?
Login
Signup: To create a new account...
To create an account, just fill out the form below.
Your First Name:
Your Last Name:
Zip Code:
Email Address:
Password:
Password (again):
Signup
my.BarackObama
My Dashboard
My Neighborhood
Friends
Events
Messages
Groups
Fundraising
My Blog

Internet campaign was planned by:

BlueStateDigital

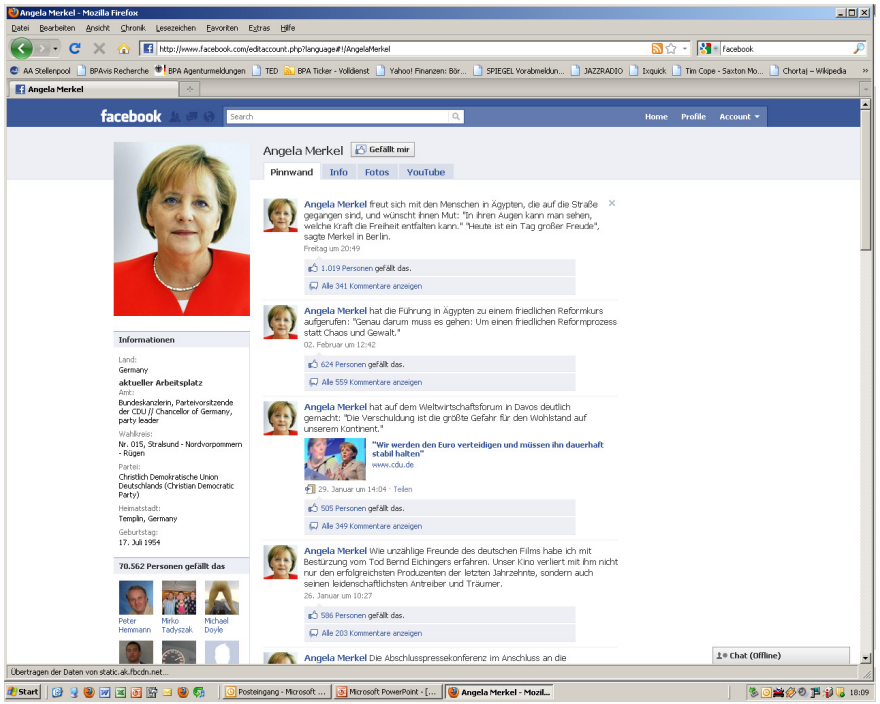
Recent successful project: Election in Brazil

3.2 Example Podcast/Video

- Christmas
- New Year‘s Eve

3.3 Two way Communication

3.4. Example Social Media/facebook



3.5 Twitter

Tunisia & Egypt – the first Twitter Revolutions

Egypt Appreciates The Worldwide Support! Please Stay Supportive Till We Are Free! #Jan25 #Cairo #Egypt #Protest
Tweet By: @Inma_Eiroa Tue Jan 25 2011 23:18:21

Mobile phone networks being taken off completely. Very very limited network coverage in Cairo now #Jan25 #Egypt #EgyRevolt.
Tweet By: @Mirqab Tue Jan 25 2011 23:18:21

3.6 Example iphone App

4. Conclusion

- Not only top-down, but also bottom-up communication.
- Collecting data (privacy protection).
- More two-way communication (response tools).
- Dialog (participation and interaction).
- Comments of today can be the agenda setting of tomorrow
- . Liberalization of total control
- Open process discussions
- Transparent goals
- Different approaches for different target groups
- Evaluate

THANK YOU FOR YOUR ATTENTION