

Political Communication – It's your turn! ①

Campaigning is about convincing voters of yourself and your ideas. Content plays a role, but so does visual presentation to a large extent. The following exercises allow students to strengthen their persuasive skills.

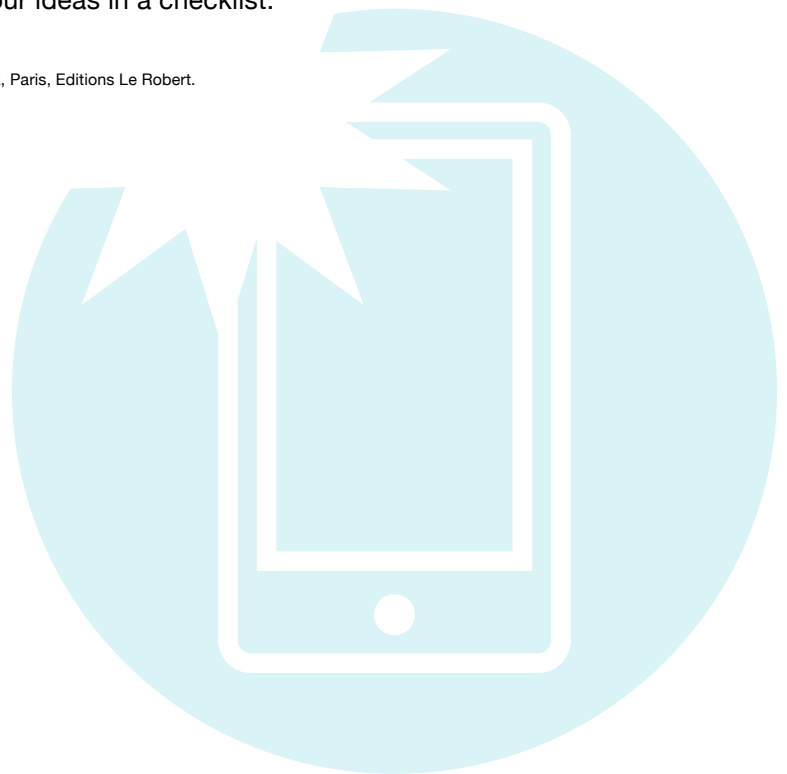


YOUR PHOTO FOR THE ELECTION POSTER

Elections are upcoming and you need portrait photos for the election posters. You want to be elected, so you need an official portrait that is appealing. Have yourself photographed in a pose that you think is standard for an election poster. Think about your facial expression, posture, clothing and charisma. What about the light and the background?

Share your photo with the class (padlet, teams or similar). Vote on whose picture is best. Then discuss what makes a portrait politically convincing. Note your ideas in a checklist.

Based on an idea by Stéphane de Freitas, 2018, Porter sa voix, Paris, Editions Le Robert.



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SUPERHERO TRAINING

Step 1 - Preparation

The aim of this exercise is to present yourself in the most positive light possible. The presentation of one's qualities should be exaggerated: Everything becomes an achievement, for example: 'I am the best cook of my generation' or 'I am the greatest female football player in the country'. In addition, persons can be asked to sell something 'banal', like an empty glass of water, or an invisible football. The students prepare their presentations.

Step 2 - Presentation (5 minutes)

Students give full rein to their imagination: give a simple speech, sing, or even rehearse a choreographed performance. The point here is not to find a valid argument, but to take everything to the extreme, beyond the meaning of the statements.

Step 3 – Feedback session (2 minutes)

The group gives feedback to the candidates, especially on whether the performance, gestures and facial expressions correspond to the quality that was highlighted. Sometimes it is unclear what that quality is. In this case, candidates should also be asked if they were aware of this and where they think they failed to highlight it.

Finally, the political and social aspect of this exercise can also be discussed, especially with regard to election advertising.

- Can a look, a gesture or slogan alone convince the public?
- Is exaggeration okay when you want to convince someone?

