



Understanding political communication ①

Speeches, posters, leaflets, videos or posts on social media: politicians use language and non-verbal signals to convince people about their personalities and their opinions.

These five questions help to understand political communication:



1. Who is speaking?

What personality are you introduced to? What image is being conveyed? How do they try to create trust and credibility? Who is the publisher of the product and who distributes it? What interests are being pursued?



2. What is the context?

In what context does the communication take place: Where? When? Who is the audience? Which medium is being used (post, speech, video clip, etc.)?



3. How are feelings addressed?

What feelings are evoked? What mood is created? What non-verbal signals such as looks, gestures, images, music, symbols are used to evoke these feelings?



4. What content is conveyed?

What promises are made? What arguments are used? How concrete are the ideas?



5. Is that okay with me?

Are content and form morally and ethically compatible with my ideas?

Analyse the following examples (M1-M4) using the table:

	Responses	Personal comments
Who?		
Context?		
How?		
What?		
Ok?		

- Now look for your own examples of political campaign communication in various forms - domestic and international - and present them to the class using the five questions and the table.
- Are there rules of communication in the election campaign and what might they look like?
- Research which youth parties exist in Luxembourg and how they communicate online. Are there differences with the parent parties? Do you feel addressed? What aspects do you like? What do you think is missing?
- How should politicians address young people so that they feel their issues are being perceived and become interested in political issues? Draw up a list of important points for political communication with young people.

Related links

- What is political disinformation and how to counteract it?
<http://www.edulink.lu/39cq>
- Web tools and games on disinformation
<http://www.edulink.lu/jygs>
- How can I recognise propaganda?
<http://www.edulink.lu/yidw>



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M1

Poster for the 2022 presidential election in France.

Source: https://twitter.com/mlp_officiel
(last access: 19.12.2022)



M2

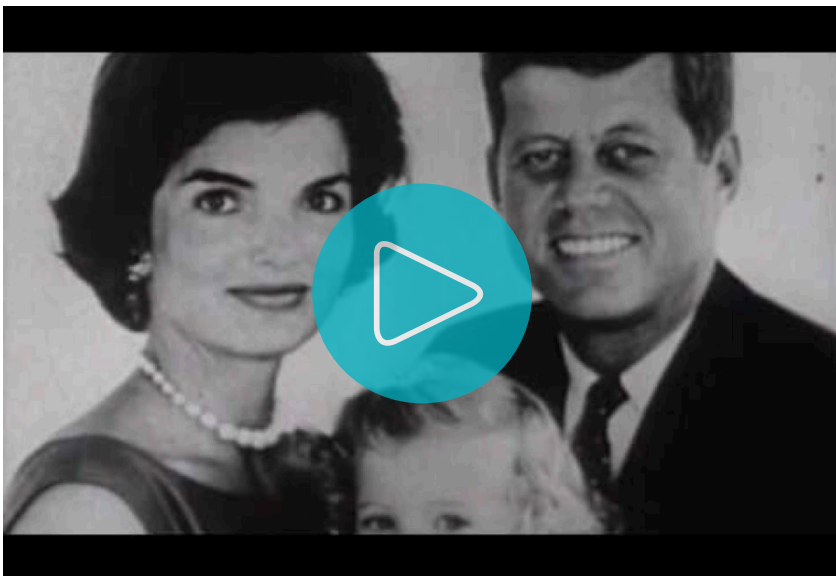
Barack Obama *Hope*, poster US presidential election 2008.

Source: https://en.wikipedia.org/wiki/Barack_Obama_%22Hope%22_poster
(last access: 19.12.2022)





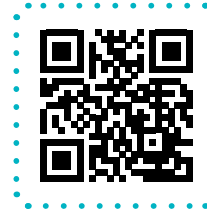
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M3

Election spot, Kennedy for me, US presidential election 1960

Source: Screenshot Youtube (last access: 30.01.2023)



<http://www.edulink.lu/480y>



M4

Instagram post by the SPD on the 2021 chancellor election in Germany.

Source: Screenshot Instagram (last access: 19.12.2022)2)



<http://www.edulink.lu/9pn7>



The rich are getting richer and the poor are getting poorer.

Spdde: More justice in this country! That's what Sabine Sommer wants from our candidate for chancellor.

Olaf says to Sabine: 'This is what the next federal election is all about. We can achieve more justice with more respect for each other. In concrete terms, that means: we need a minimum wage of €12, better collectively bargained wages and we need a rigid welfare state with a fair and just tax system.'