

The latest trends in political communication

Luis Arroyo

IE, May 31st 2012

Summary

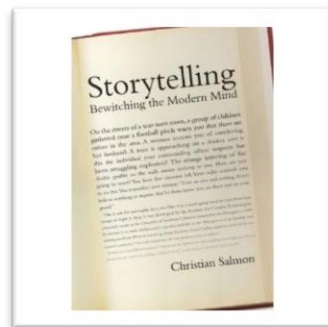
The importance of framing, the importance of context in political leadership, the old requisite of political narrative now reframed as political “storytelling,” new discoveries in neuropolitics, a more realistic approach to the influence of social media... All these trends are affecting the way we – as citizens, scholars and political actors – see politics.

Trend #1: Storytelling

- A new word for the oldest concept: the need to tell and hear stories about our community.
- A new way to describe the old need of simplicity and emotionality in politics.

More:

Salmon, *Storytelling*, Verso, 2010.

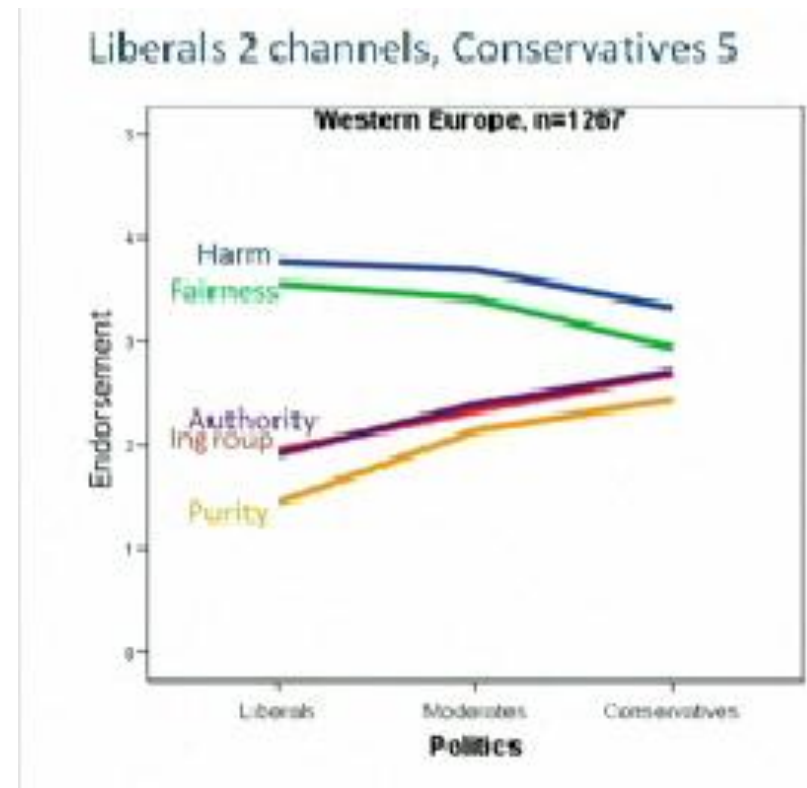
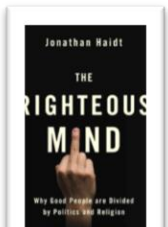


Trend #2: The end of the end of ideologies

- The two master narratives: progress and conservation.
- Different political equalizers:

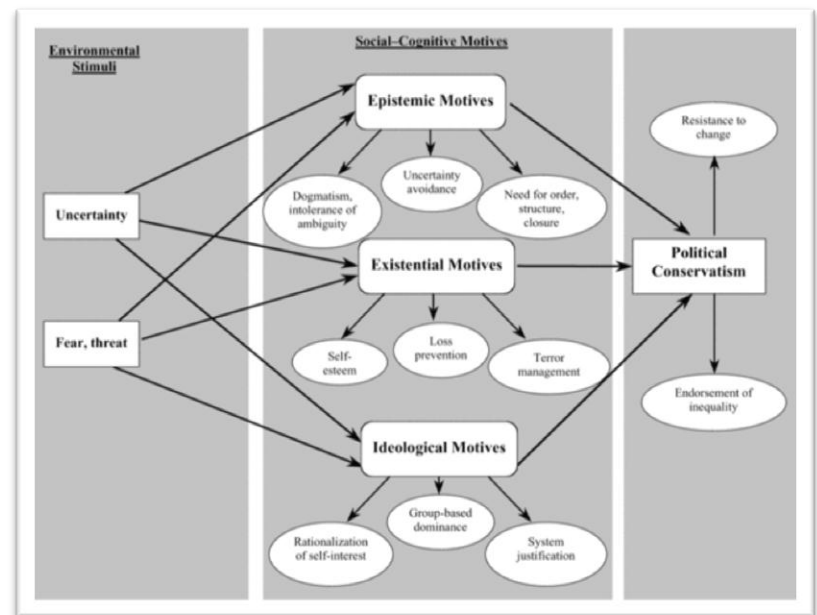
More:

Haidt, *The righteous mind*, Pantheon, 2012



Trend #3: Terror management

- Conservatism as a social cognition identified with fear and closeness to experience.
- More fear and panic, more conservative.



More:

Jost, "Conservatism as a motivated social cognition," 2003.

http://psychoanalystsopposewar.org/resources_files/ConsevatismAsMotivatedSocialCognition.pdf

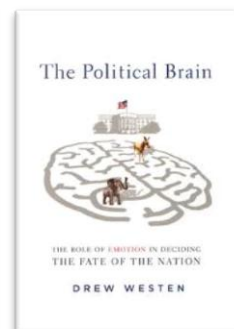
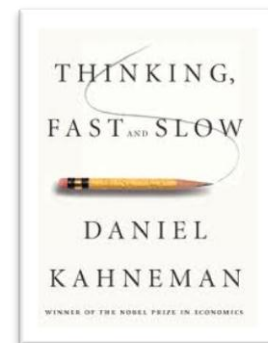
Trend #4: A new rationality

- Bounded rationality vs. deliberative democracy.
- Politics is more “believe to see” than “see to believe.”
- More a confirmation of own biases than the search of “truth.”
- As shown by the several new works on neuropolitics.

More:

Kahneman, *Thinking, Fast and Slow*, Farrar, Straus and Giroux, 2011

Westen, *The Political Brain*, Public Affairs, 2007.



Trend #5: Memetics through framing

- Ideas are living entities, memes: birth, reproduction and death.
- Political memes reproduce through frames:
 - *Markets vs. speculators.*
 - *Environment vs. land.*
 - *Pro-life vs. anti-choice.*
 - *Austerity vs. growth.*

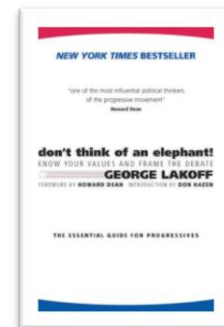
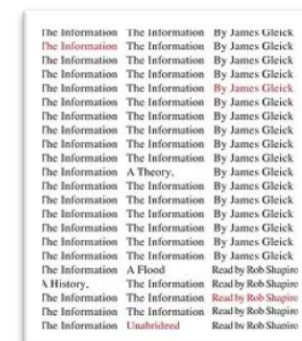
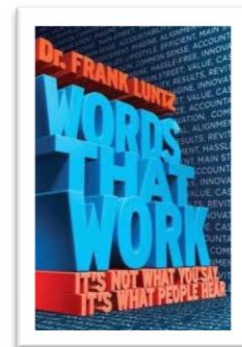
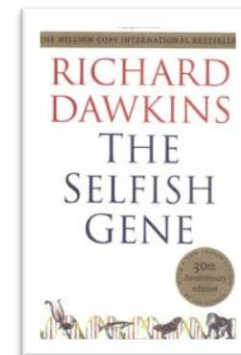
More

Lakoff, *Don't Think of an Elephant*, Chelsea Green, 2005

Luntz, *Words that Work*, Hyperion, 2006.

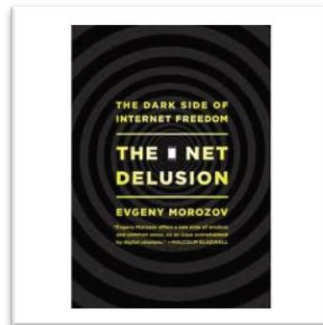
Dawkins, *The Selfish Gene*, 30th anniversary ed., Oxford, 2006.

Gleick, *The Information*, Pantheon, 2011.



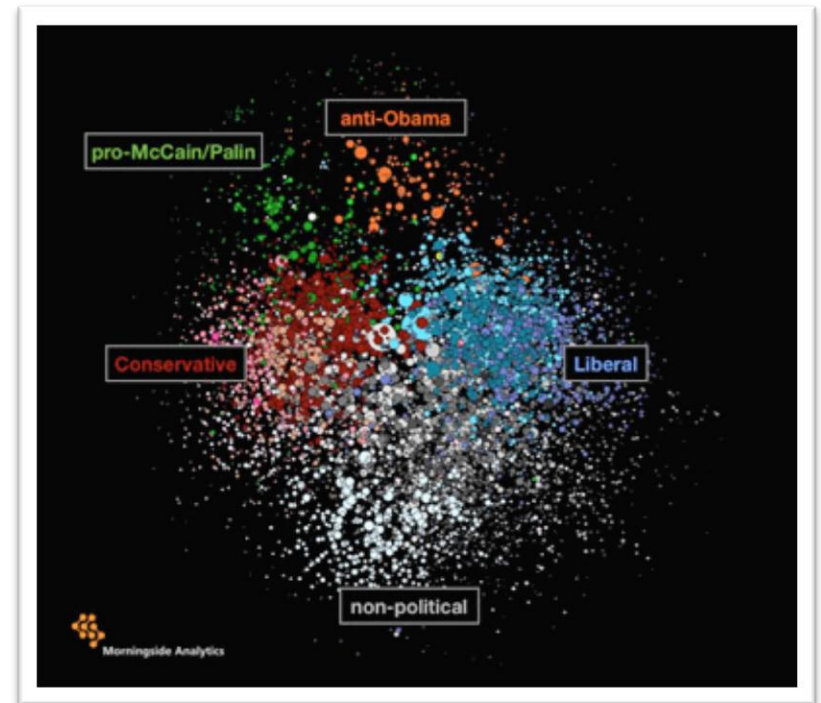
Trend #6: From ciberutopia to ciberrealism

- Is Internet really changing politics?
- Are social media enhancing participation or slacktivism?
- Blogosphere analysis say that participation and high polarization are related.



More:

Morozov, *The Net Delusion*, PublicAffairs, 2011



Reference and contact

- *Luis Arroyo: president of Asesores de Comunicación Pública, and ACOP (Asociación de Comunicación Política). International political communication consultant, working for governments, candidates and institutions in Europe and Latin America. Consultant for the World Bank. Former chief of staff for the Secretary of State of Communications and minister Chacon in the Spanish Government (2004-2008). Sociologist (Complutense University of Madrid), author of El poder político en escena (2012) and Los cien errores de la comunicación de las organizaciones (4th edition, 2011). Instructor in the IE master degree in Political Communication and courses in other universities in Spain and Latin America.*

www.luisarroyo.com

@LuisArroyoM

l.arroyo@asesoresdecomunicacionpublica.com

Book trailer:

http://www.youtube.com/watch?v=AyZow_FRecl

