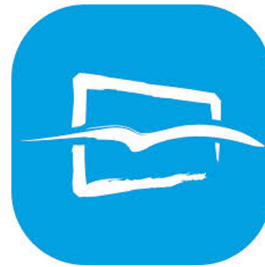


# Electoral Campaign 2011



*Compare and contrast the role of two political campaigns.  
Examine the coverage, image-message and how they were  
controlled.*

**MEDIA AND POLITICS I**

BÁRBARA MATAS LUCAS  
EXCHANGE STUDENT  
STUDENT NUMBER: 11064765



## POLITICAL CAMPAIGN 2011

### GENERAL ELECTIONS: PP Vs PSOE

- 1.Introduction: situation.

- 2.Image/ message:

- campaign slogans: “Súmate al cambio” y “Lucha por lo que quieres”.
- political message:
  - what they intend to say and what they say.
  - Analysis/Comparison
- How the speak
  - Voice qualities
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- 3.Coverage:

- Analysis of the videos for elections
- Analysis during the campaign on social networking sites:
  - Facebook
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## 1.INTRODUCTION

### SITUATION

The Policy situation prior to November 4 (day that begins the campaign for the 20-N), is facing the European crisis, one of the worse since World War II, and an increasing unemployment, which according to CIS data is “what most concerns the Spanish population”. (*Sociological Research Centre CIS, 2011*).

By then the situation of the two major parties was: PP had an advantage of 16.7 points and 74 seats above PSOE, this way PSOE had little chance of winning.

**Campaign carried out by PP:** Popular Party was sold as the only possible solution to tackle the crisis. "Join the change", this slogan, intended to focus on talking about the solution of the crisis and unemployment, and avoid direct battles with PSOE; on the other hand, they avoided concrete details and they were seen as clear winners. (*Partido Popular, PP 2011*).

**Campaign carried out by PSOE:** PSOE focused on a more aggressive campaign, "Fight for what you want", which were defined as "defenders of social policy" and where the attention was focused in making PP look as the party of cuts and threat to the welfare state (*Partido Socialista Obrero Español, PSOE 2011*).

For the analysis of the two campaigns, I will first make an analysis of the slogans, the message sent by the different political parties and their image.

I am going to focus on certain media, I have chosen the three most important newspapers in Spain, they are national and have a circulation of between 200 and 350 thousand copies, “El Pais”, “El Mundo” and “El Público”.

Later, I will compare the videos that politicians created for the elections, which is the most effective mechanism to make yourself known and get to people. With electoral videos, people gets to know politicians’ ideas and purposes, what can make them decide in the end for one or the other when voting.

Finally, I will talk about the campaign in social networks, focusing more closely on Twitter and Facebook, what from my point of view, have been the most notorious and

have the most interesting facts I have found. Personally, although many are not yet agreed, those are the most notorious social networks we have, where is demonstrated the importance of public opinion and where you can clearly see the results of monitoring by the voters; and related to this one question comes to my mind: is it possible vote buying? A brief analysis and commentary will help us clarify this issue.

## 2. IMAGE/ MESSAGE:

### CAMPAIGN SLOGANS

#### PP slogan

***“Sumate al cambio” (Join the Change).***

In 1976, Jimmy Carter used "A Leader, For a Change"; in 1984 Walter Mondale used



"America Needs a Change"; in 1992 Bill Clinton used "For People, for a Change" also his famous "It's Time to Change America"; and in 2008, Barack Obama used the no less famous "We Can Believe in Change" or “We need a change”.

With this data, I mean to show that it is not an innovative slogan, it is the easy way to create a slogan, means no risk to PP but gives sense of security and victory. The word "change" inspires hope for the future and security.

Moreover, without going too deeply into the meaning of the message, is short, effective and easy in the time of saying or writing it, it is understandable and simple to remember, what is the perfect definition of a good slogan.

“The message refers to a constant change in policy” as Daniel Eskibel says (a specialist in political marketing and psychology). With this statement, the party intends to request an opportunity to voters who, on the previous election, gave their votes to the opposite party” (*Daniel Eskibel, 2012*).

The Digital Journalist political writers, Juan Antonio Velarde and J. Chinchetru have different opinions:

"Join the change, is not a very innovative slogan, with the internet it is possible that someone has plagiarized; furthermore, it is lacked of originality and it was used in 1982 by Felipe Gonzalez in his *change is the replacement*". J. Chinchetru says: "It is a smart slogan that plays on the double sense of adding more and more to do, although it may be difficult to understand is a brilliant success in political communication" (*The Digital Journalist, 2011*).

**PSOE slogan: "Pelea por lo que quieres", (*Fight for what you want*).** It was presented by Elena Valenciano, head of Alfredo Perez Rubalcaba's Campaign.

The main difference with the slogan of PP is that it is more risky, it is different from the slogans, often used by political parties in Spain, which are always more focused on words like future, or change. I personally think it is a very strong phrase that makes the participant a responsible voter.

On the other hand, the message of PP is more general, unlike the message of PSOE, which focuses more on their voters.

As a curiosity, PSOE made in its campaign indirect references to the 15-M movement: "This group has been fighting for several months for what it wants" (*Alfredo Perez Rubalcaba, 2011*).

With all this, PSOE intended to recover the vote of those disaffected socialists and also that some of the 15-M supporters opted for the useful vote to PSOE.

Juan Velarde, political editor of the "Digital Journalist says": PSOE has always been a pacifist party and now speaks about fighting, no longer speaks of joy and optimism but to fight".



## Political message.Control:

(Data obtained from: Electoral Programs of the PP and PSOE campaign 2011 review article by Guillermo Moreno, Community Manager IDEAS Foundation, January 3, 2012.)\*

### What they intend to say. (proposals in general terms).

PP

- **Economic growth and employment generation.** Spain, competitive in the euro, the public accounts in order, credit to finance recovery, insurance and flexible employment for all, tax reform and equity growth, new technologies for modernization, housing policy for growth and cohesion , Spain as an international tourism country.
- **Improved education.** The Family: Welfare former company, prioritize health, welfare of our elders, integration: equal rights, same responsibilities, friendly environment. This is the key to a stable society. Quality education for all, new frontiers for science and knowledge.
- **The warranty on the welfare and social protection,** through the reforms that ensure benefits to future generations. Health and education for all as a priority.
- **Reform and modernization of the public sector** under the principles of austerity, transparency and efficiency. Municipalities in the XXI century.
- **Institutional strengthening and regeneration policy.** A return to respect for law and legal security. Regeneration policy and institutional agile and predictable justice, prestige of the Constitutional Court, defeating terrorism.
- **Outreach of our country, back to being reliable and credible in the world.** We must seize the opportunities of globalization for our society.

### What they finally told "trending topics"

PP is the solution to the crisis and unemployment.

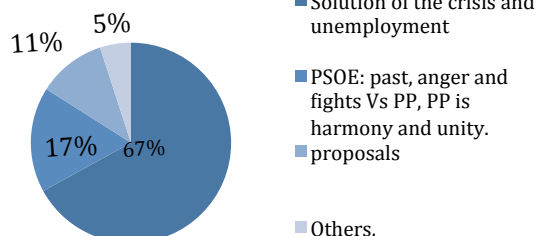
The Socialist Party is the party of the past, the bitterness and the fight vs. PP.

The PP is harmony and unity.

Proposals.

Others

### PP CAMPAIGN



\*Format Graphics: own creation and translation.

**What they intend to say.  
(proposals in general terms).**

**PSOE**

- **A healthy and competitive economy:** the recovery and employment growth on a solid foundation; a financial system in the service of society; return to normal credit market in Spain; greater protection to investors and more financial education; fairer taxation to boost employment creation; increased tax fairness by really progressive taxes; increased awareness and commitment of society to the fight against tax fraud; innovation, new technologies, science and culture; betting on clean energy; housing; more protection to certain social groups; infrastructure and transport policy.
- **The urgent jobs:** develop reforms to regain employment; labor market policies aimed at boosting employment; equal opportunities in employment; labor institutions to protect and defend employment; employment and youth; employment schemes in sectors; support for entrepreneurs to create more and better businesses; corporate social responsibility.
- **Equal XXI Century with equal opportunities:** a social investment that generates economic growth and employment, social policy adapted to the reality of the people; their commitment to: invest more and a better education, broad scholarship system to facilitate the study at all educational levels. Public health: an achievement to defend, with all the families, social and economic prosperity; equality.
- **Democracy:** improving the quality of our democracy; more transparency and a more open government; independent and pluralistic reform of our electoral system; reforms to improve citizens' participation in politics; a more effective public administration; reform the justice in Spain; public safety; an effective foreign policy out of the crisis.

**What they finally told  
"trending topics"**

**A social democrat out of the crisis and the defense of the public.**

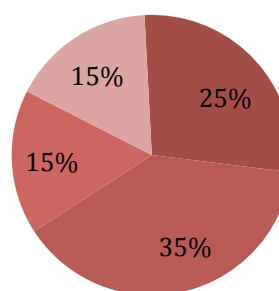
**PP = Scraps and hidden agenda.**

**ETA cease.**

**Proposals.**

**Others**

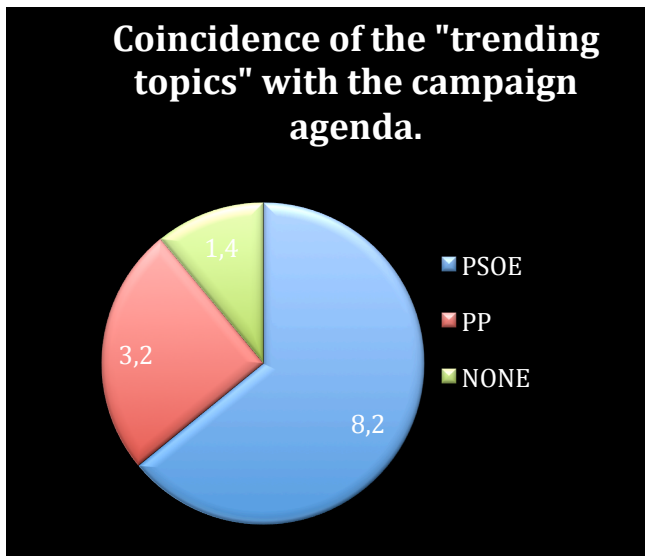
**PSOE CAMPAIGN**





## ANALYSIS/ COMPARISON

As we can see any of the two parties discussed what they had previously raised. The purpose of PSOE was to convince all doubtful voters with a new alternative and



innovative plan, while PP, unlike the previous one, was limited to avoid errors, through a very discreet campaign, because party's essential purpose was to avoid losing. For PP was basic to make Spanish people see the situation of crisis that "PSOE has led to the Spanish", so they emphasized the need for a change of government and a "new vision". On the other hand, it is necessary to

mention some external aspects that hurt PSOE, as the definitive cessation of ETA's violence was not just media attention, and the fact that PP's victory appeared like evident in the media.

## HOW THEY SPEAK

### JOSE LUIS RODRIGUEZ ZAPATERO VS MARIANO RAJOY.

#### Voice capabilities

Jose Luis Rodriguez Zapatero divided too much the phonic groups while talking; therefore, his expression is sharper. Even so, he is more natural than his opponent because he makes a little longer pauses, so the listeners differ better his speech and the most important contents of it (ie, better air metering).

In addition, his half-serious tone of voice, implies more authority, security and credibility.

On the other hand, Mariano Rajoy uses more frequently the variation of tones, but his voice is deeper. He takes air at the end of the phrases, making it difficult to understand him.



**Prosody and pronunciation:**

Mariano Rajoy's voice sounds more natural to emphasize less words, separating correctly the most relevant data and comments on issues. Besides, the voice of Mariano Rajoy has more levels and more expressive tonal sounds, while Zapatero is a person who speaks in a lineal tone, compared to his opponent, resulting in a more pleasing to hear speech.

Finally, the pronunciation of Jose Luis Rodriguez Zapatero is more clear and accurate, while Mariano Rajoy speaks more vague.

### 3. COVERAGE

#### ANALYSIS OF POLITICAL PARTIES' VIDEOS DURING THE ELECTIONS

##### PSOE

The videos that I have analyzed are propaganda with which the major political parties began their battle in the elections of 20-N. These videos could be seen on TV and online.

Within PSOE's aggressive campaign, which I have been talking for the whole article, we see the clash of public education versus private education, making some emphasis on the cuts that the Popular Party has done in the regions it governs.

On their video, the Socialists have focused on public education as an engine of equality. We see a child and his nanny in their way to school, having a conversation in which the child asks if she has any children, and she answers: "yes, a girl of your age," the child responds: "that's nice. So when we are older, she may be the caretaker of my children". The next image is the same "caretaker" with her daughter going to a public school. Above in the screen we can see her thoughts written "Run... run daughter", in the sense of she studying and getting a better future, trying to explain that only a quality Public Education ensures equal opportunities, the PP is applying hard cuts in the Autonomous rules, and favors private education in detriment of the public one.

The video is not very objective, and tries to disguise the reality making PP voters look like rich and having "posh kids" in this case, while the Socialists put them in the poor and working class. Notwithstanding, I agree with the message they want to convey but I think the way is not correct because it is showed in an unreal and subjective context.

## **PP**

PP's video by contrast, focuses on resolving the crisis and makes clear that they do not want to fight those who look for fighting them (not clarifying who are the ones to fight with, maybe PSOE, maybe the 15-M movement).

"Someone wants to fight, someone is looking for confrontation, someone needs to create tension [...] (message supported with images reminiscent of some disturbances related to the protests of the 15-M). But it is time to face the problems, to join forces to get Spain out of the most difficult economic situation in its history [...]"

When the image they convey, I think this video is more accurate than the other (without entering my personal opinion about the political content), is a more positive message, a video where is not mentioned nothing in particular, unlike the other, but which aims to deliver a precise and clear message to citizens, by showing images of struggles that later change to bright images of harmony and hope.

Besides the voice does not have any character, simply transmitting images of citizens and making the audience see that we are all equal and without a division between voters of different parties. From my point of view the images of places and the picture are very good.

Finally, from an advertising standpoint, this more positive message, with real images would capture much better the audience. The message implies a problem and an interest in solving it, but in the video, they keep the idea of comparing a posh boy (hence, the right side) and a nanny (working from left). Probably, they did not want to show a stereotyped image of their party; nevertheless, that is what people who see the video will probably think, the stereotype that they show might be more important than the real message behind it, losing the video all its sense.

## ANALYSIS DURING THE CAMPAIGN ON SOCIAL NETWORKING SITES: FACEBOOK AND TWITTER

Clearly, we have to evolve with social networks, and politicians do the same.



Politicians more than ever, are taught in how to use social networking profiles, so that ordinary people can more easily meet them and even have an exchange of communication and information bidirectionally with them, what is one of the most important things we can get from this analysis: how important is the media in getting the messages across.

For citizens getting to know their representatives is essential: to trust them and feel safe. For politicians, is a more close and quick way to listen to their voters, and actually see what are their concerns and explain their points of view: "Paying advertising get many followers, but the networks do not understand it well, and I think that the most important are the following. We are in the networks to form part of the conversation, to listen and explain bidirectional" (*Maria Gonzalez Veracruz, 2012*). During November 4<sup>th</sup>, several articles from several media enhanced the image of the importance of new political parties, as EQUO, that showed closer to citizens through social networks compared to the biggest parties.

A study about Facebook, by Javier and Xavier Beroiz Peytivi, makes us get to some conclusions:

- The new political parties know how to communicate better and reach further with their supporters in social networks; EQUO (with 45,311 fans) is above the Popular Party (41,577 fans) and the Spanish Socialist Workers Party –PSOE– (33,101 fans).
- Citizens prefer the politician rather than the party, where Mariano Rajoy is leading with 60,348 fans, followed by Rosa Díez with 15,326 and 14,247 Alfredo Perez Rubalcaba followers. We will further analyze this conclusion when talking about twitter.
- Thanks to a new space introduced by facebook called "people talking about it," which shows how many people talk about a party or candidate, we can know what are the most successful parties.

## **TWITTER**

Undoubtedly, twitter is the most effective and bidirectional social tool in the network and has a good communication with citizens.

Twitter allows us to communicate directly with the person, therefore becomes the most prominent social network. It is not about having more or less fans, but to get more or less comments, it is about people talking about other people, (ie: tweets). For this reason, twitter has gained importance over other social networks like facebook and made the person more meaningful than the party itself.

The newspaper "El Público" also has an online journal where it appears an exhaustive study of the impact of the 2011 elections on Twitter with the statistics of the number of tweets in the last hour and in the last 24 hours.

The conclusions that can be seen of this study are as follows:

- It is necessary to consider that the public comments are also made about the opposing parties, not just about the parties they support. This leads us to say that for them is not an issue that people speak well or bad about them, the main issue is that they actually talk about them.
- The new political parties, unlike Facebook have minimal relevance that is shared between them.
- The more followers a candidate has the bigger its impact is on social networks, but this does not mean it will have a greater number of votes.
- You can not show that the impact of a candidate in a social network established by a number of votes, because as it is said above, the terms may be positive or negative.

Furthermore, not all people have twitter so these statistics are not representative of the global figure.

### **Purchase of mentions or tweets and cabinet 2.0.**

Every political party have a cabinet which manages 2.0 the image of political processes and social networks in times of elections this cabinet can even double its staff due to the need for comprehensive control of different political profiles, including competition. It is true, that there may be many people who commit voluntarily, but especially in times of party strife, where almost anything goes is not unusual to find supporters of the parties engaged to "inflate" some statistics of their political party.

## 4. CONCLUSION

### **Media and information: the most influential**

Throughout the essay, we have focused on different aspects of the two political parties: slogans, analysis of the videos, the electoral candidates and their voices, and their impact on the media (in the audiovisual media with the videos of each campaign, and Internet, the social networks).

The first conclusion we get is that the Popular Party had many more chances to win even though his representative is not the most popular. This is because many external factors, for example, people have been more concerned about the current situation in Spain and all the problems we are having over the years, so the population is more concerned with not giving Socialist Party victory again, even if they do not care too much about the winner (but obviously is the majority political party, following the PP, so there is only one possible winner). Besides that, everything that happened with the "15-M Movement ", the possibility of invalid ballots and new political parties that have appeared...

In the analysis of the two campaigns we have seen as the two parties reached the same goal, but they took two different paths that lead one to be more successful than the other, and this is demonstrated in the outcome of the elections: the Socialist Party was facing its last days in power, they had to fight, they got it checked out and tried again. Also they know it is difficult to convince society that has lost confidence in them, so it focuses on the doubtful citizens, in the null vote and the possibility of allying with other parties that ultimately can not find.

Partido Popular is the only one who has the ability to do something to change things, it knew this and exploited it, thereby carrying out a campaign about a hopeful future, not focusing as much as the PSOE in the fight with the other party (because the PP was feeling pretty winner from the start) and decided to try to convince the voter offering "solutions".

Finally the media can highlight more during this campaign have been in social networks, giving importance to a further aspect of facing the city before was not

important: people say I can maintain two-way communication with politicians through social networks, especially twitter, thus gains importance here instead of the political party, every comment, tweet or vote count, and most importantly, talk about you.

Anyway, beyond the media, beyond the speech or electoral videos, what truly meant a difference for Partido Popular to win was the total denial of a big part of the Spanish society to see again PSOE in the government, after the critical economic situation they got while in power.

## 5. APPENDIX

*Statistics Table of politicians on Twitter provided by the newspaper El Público.*

4-11-2011



5-11-2011



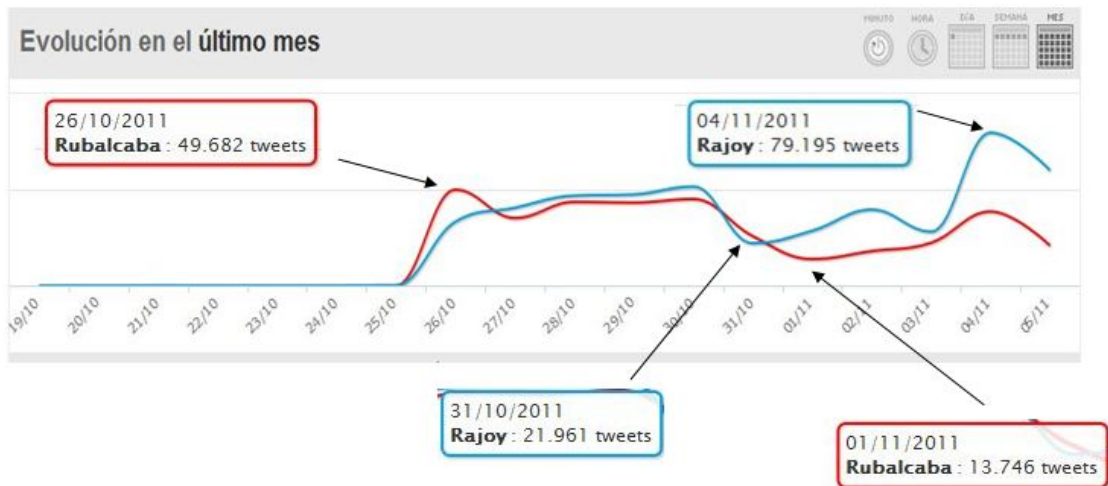


## Evolution during the last week



## Comparison in the last month

### Comparativa Max/Min entre PP - PSOE



\*Entre 25 de Octubre hasta 5 de Noviembre

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