

The Language of Political Image Campaigns

Summary

The doctoral thesis, entitled *The Language of Political Image Campaigns*, has as its main objectives the formation of an analytical platform and the uncovering of a multidisciplinary set of elements of communication and social indicators that will be disseminated based on superstructures of contextual adaptations which hold the working objective of generating foundations of understanding and discovery relying upon the symbiosis between the functionality of communication and the ideological system of values of a given society.

The hypothetical research framework includes factors that are essential to the interpretation and studying of the communicative and functional dimensions of political imagery via de intermediation of instrumental adjustments of objectivity which target the scientific resources of language, moving towards the propensity of contextual adaptation with respect to ideological systems as a consequence of the emergence of the communicative factor as an element of support in the spheres of persuasion, manipulation, or even control.

The political image discourse represents a functional assembly of the linguistic elements which have the capacity to arbitrarily generate areas of convergence or even divergence through the structural effects of an act of public speaking which has as its main drive the subjugation of communication underneath the communicational objectives of the political communicator. The generation of a complex system of discourse meant to enable the structure of the political campaign holds the purpose of assuming or formulating a discursive mechanism reliant upon the adaptive manipulation of ideological values subsequent to the consumers of political messaging.

From a structural standpoint, the thesis is divided into four chapters which analyse the essential elements of political image communication, the revealing of those fundamental factors of political discourse based on emergent synchronicities which may justify the proliferation of certain structures of communicative clarity via the use of multidisciplinary vectors of convergence which study the formation of the message, its distribution, and its subsequent reception.

The first chapter, entitled *Vectors of Political Communication*, demonstrates the fact that any communication designed for the construction of political image has as its objective the formulation of adaptive mechanisms relevant to the ideology of the speech act, tracing spaces of identification derived from objectives of convergence or divergence. The gregarious structure of the speech act itself reveals not only an isolated assembly of an autonomous discursive framework,

but rather an adaptive formulation of the speech act in order to rally itself with the affections and interests of the social receivers of the discourse. The subsequent intrusions, which might generate a deconstruction of the process, could derive from a precarious comprehension of the intrinsic connexions between transmitter and receiver, or simply because of discursive inconsistencies which may lead to the dissolution of persuasion mechanisms and implicitly to the collapse of the consolidated image of the public communicator. The formation of constructive platforms of political dialogue may have the effect of generating social balance via the mediation of ideological correlations and recalibrations, with an emphasis on those common traits which have the potential of harmonising the social environment, deliberately ignoring those conflictual elements which represent risk factors with respect to the consolidated structure of social ideology. The analysis of the trajectories of political language has the purpose of performing objective evaluations of the speech act itself, aiming at identifying and rejecting the prerequisites of manipulative persuasion in view of the assumed objective of decoding intertextuality or subliminal reflexes, thus generating a framework of decryption able to clarify and consolidate the resources of honesty of political communication as a vector of designing image.

The second chapter, entitled *Generative Structures of Political Discourse*, intends to shed light on relevant structures of discourse, aiming at following the levels of collaborative ensembles between linguistics and ideological predilections, while also bringing into focus certain cloaked communicative boundaries used to assemble the functional framework of communicational habits. The analytical research of discourse relies on linguistic analysis, followed by the exploration of the subjective universe of sociological collective and individual affections, affirming in this respect a plethora of descriptive and analytical instances. The strategies of correlation which deal with elements of discourse explore areas of convergence which include semantic multiplicities assembled in order to submit to the ideological objectives of social structures, looking for an armistice of interpretation which cannot be contested or rejected arbitrarily. The efficient construction of an act of speech is achieved by virtue of elements that are clearly justified from a logical and scientific standpoint. The triple axis of political discourse is initially based on the generator of communication and then continues with the superstructures of dissemination, and finally leading up to the respective beneficiary of the speech act represented by society. The interactive convergence of these structures can be examined through the identification of elements of discursive shaping, of the concrete facilitator, and of the receptive apparatus which benefits

from the message and the political image. The consolidation of composite structures between the manifold of political leadership and social responsibility frames the key objective of discourse as a distributor of authority within the context of often artificial emotional connexions.

The third chapter, entitled *Means of Dissemination in the Construction of Political Imagery*, assembles trajectories of analysis according to which the emergence of new methods of information dissemination has produced additional pillars of discourse associated with the Internet, blogosphere and search engines. The ability of these new instruments to influence a growing number of people targeted based on the receptive vulnerabilities regarding political messaging has led up to changes in the strategic approaches of campaigns. The informational dissemination through the media reflects the emergence of a new connection between the politician, as a transmitter of messages, and the voter, as the receiver of the political message, without ignoring the multiplicity of communicational resources made available to the subsequent message. This study will identify the ideological structure of voters, the emitter, but most of all the framework of dissemination, based on an improved adherence to the wishes and projections which facilitate the transfer of information.

The fourth chapter, named *The Discourse of Political Image Campaigns – analyses, interpretations and applied decryptions*, brings forth and applied critical examination of political speeches selected based on the essential influence they had over the mechanisms of imagery and proliferated ideological instances. The analysis takes into consideration the theoretical functions of language in accordance with the relevance of implementing them within the context of correlating the structures of the speech act with the sociological grids of adaptation and synchronicity. The research matrix used in this final chapter explores an analytical space targeting the speeches and the communicational acts in the sphere of American political imagery, providing pluralistic perspectives depending on the link between the transmitters and receivers of political discourse, as well as the manner in which they achieve an assembly of pragmatic and ideological correlations able to describe the relevant realities of a contemporary political context. The applied critical analysis of a political text will detect and recalibrate the encoded spheres of discourse, generating a structural separation of language. Any ideological aspect of communication will pass through the spectrum of a syncretic multidisciplinary analysis, taking into consideration the structural relevance of the act of political imaging, conferring in all honesty with the grids of scientific examination.