CENTRE FOR SOCIETY AND POLICY

Presents

STORYTELLING IN POLITICAL CAMPAIGNS

Abstract:

"It's the storytelling, stupid!". With this words, Mark McKinnon, political strategist for George W. Bush explained the failure of Hillary R. Clinton to defeat Donald J. Trump in the 2016 US Presidential Elections. In recent years, storytelling has become one of the main issues to be taken into account when facing a political campaign. And what is it essentially? What aspects should be addressed? How main characters could be categorized? Where lies its power to move the voters? In this seminar we will learn what is a minimal story, according to narratologists; what are the main events of a plot; what characters do we find and according to what criteria we may categorize them; and how storytelling can be applied to a political campaign. Besides, we will learn a little bit about basic emotions related to political storytelling, and related to persuasiveness. Then, we will analyze Trump's 2016 presidential campaign, and we will try to discuss Indian elections, both from the perspective of storytelling.

Dr. JAIME LOPEZ DIEZ
Professor
University Complutense of Madrid (Spain)

Date : 28 August 2019, Wednesday
Time : 4 PM – 5:30 PM
Venue : CSP Seminar Hall

Refreshments @ 3:30 PM

Dr. Jaime Lopez Diez is at the Department of Applied Sciences on Communication, University Complutense of Madrid, Spain. He worked as a journalist for 20 years before joining the University. His PhD Thesis was about the efficacy of surprise in narrative television commercials, where he measured physiological emotional reactions to surprise. He is interested in films analysis, from a qualitative perspective (psychologically, and anthropologically), and quantitative (digital software to analyse video). He has done research on colour, having written the chapter about it of the main manual of Digital Postproduction in Spanish. Content analysis in films had led him to study storytelling in political campaigns. He is a fan of Indian movies.