

POLITICAL ADVERTISING: HOW NEW AND OLD DEMOCRACIES MAKE USE OF IT

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ABSTRACT

This study investigates for the first time the influence of democracy on political advertising comparing the spots on Albania and Kosovo with the ones in Greece and Italy. Politicians employ different techniques to shape their message according to the contexts at hand. One of them is democracy, the maturity of which highly affects political actors, media and citizens, which all represent the essence of political communication. By introducing a model of democracy influence on political advertising (D.I.P.A.), this research evokes an innovative approach largely supported by results. Findings clearly show that in emerging democracies spots are dominated by leaders. New and old democracies differ on videostyle or in the issue they use or the way how they try to persuade the citizens. On the other hand, the conflictual environment on new democracies did not generate high level of negative spots. This study shows that the post-authoritarian countries are still led by the individualization of the campaign whereas developed democracies make their political offer to the voters based on party identity.

Keywords: Political advertising, new and old democracies, political communication, political marketing, electoral campaigns, Albania, Kosovo, Italy, Greece.