

**COMMUNICATING IN STYLE: THE AESTHETIC POLITICS OF EDI RAMA****Alfred Lela**

PhD Candidate-European University of Tirana

**ABSTRACT**

This article focuses on the political communication style of Edi Rama, an Albanian politician. The theoretical basis for this analysis is the concept of *aesthetic politics* (or aestheticization) a term employed by numerous authors such as Ranciere (2004), Sartwell (2010), Lilleker (2006), Beck (1994), Ankersmit (1994). Also by analyzing different articles on foreign and domestic newspapers, magazines and websites, we draw a comparison between points of view of western journalist and Albanian ones. While the Western media focuses on the exotic of the aesthetic, the Albanian one hunts for the vanity and exactly as such scrutinizes and criticizes the PM. So this article develops a twofold approach: 1- a dissemination of Edi Rama's political communication style seen through the eyes of journalists, foreign and local and 2- an effort to pinpoint theoretically through analytical and qualitative approaches his efforts of governing using propaganda tools that are close or express the idea of aesthetic politics. How is Rama's tendency to present policy through aesthetics, and through the beautiful, perceived by domestic and international media and is all this documented or debated in theory. This article will also view the so called aesthetic state, through the thesis of different authors who have worked either within communication or politics, or aesthetics, providing a certain historical chronology of the concept and its application in politics. The main thesis, against which the research is set, is that of the American author Crispin Sartwell, and what he calls aesthetic politics: not political features of an aesthetic system, but aesthetic features of a political system.

**Keywords:** Aesthetic politics, aesthetic state, political communication, political system, propaganda.