



Political Communication and Emotions

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Message from the Guest Editor

This greater emotional charge of political messages occurs simultaneously with the overcoming of the exclusively structural components in the explanation of political phenomena. The generalization of information and communication has provided opportunities for the construction of perceptions, so that citizens perceive selectively, because our perceptions are constructed individually and in community. That perception, which in turn builds individual preference, is conditioned by emotions. Emotions and communication are erected, in this way, as agents for the construction of preferences, both singular preferences and collective preferences, because without communication there could be no collective construction of emotions.

The aim of this Special Issue is to analyze some of the most relevant aspects of the emotional dimension of political communication, paying special attention to the emotional charge of politicians' messages and the responses of their voters, as well as the effects of this emotionality in voting behavior.

We seek to receive papers that employ a wide range of methodologies (i.e., quantitative and qualitative methods).





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Message from the Editor-in-Chief

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