

MARCH 9, 2022

PERSONALIZED POLITICS



what is it?

(Karvonen 2009)

dynamic process in which individual politicians come to be seen as more important, and groups (especially political parties) correspondingly less

so

candidate-centred politics, presidentialisation of politics, institutional presidentialisation or presidential parliamentarism

01

abounded definitions

origins

INDIVIDUALIZATION

Higher education levels of the electorate and their broader access to continuously available information, the decline of the number and diversity of political parties, the similarity of programs, and the complexity of political issues -> erosion of traditional political cleavages

MEDIA

TV becomes prominent if not dominant source of national and international political news for most of the population.

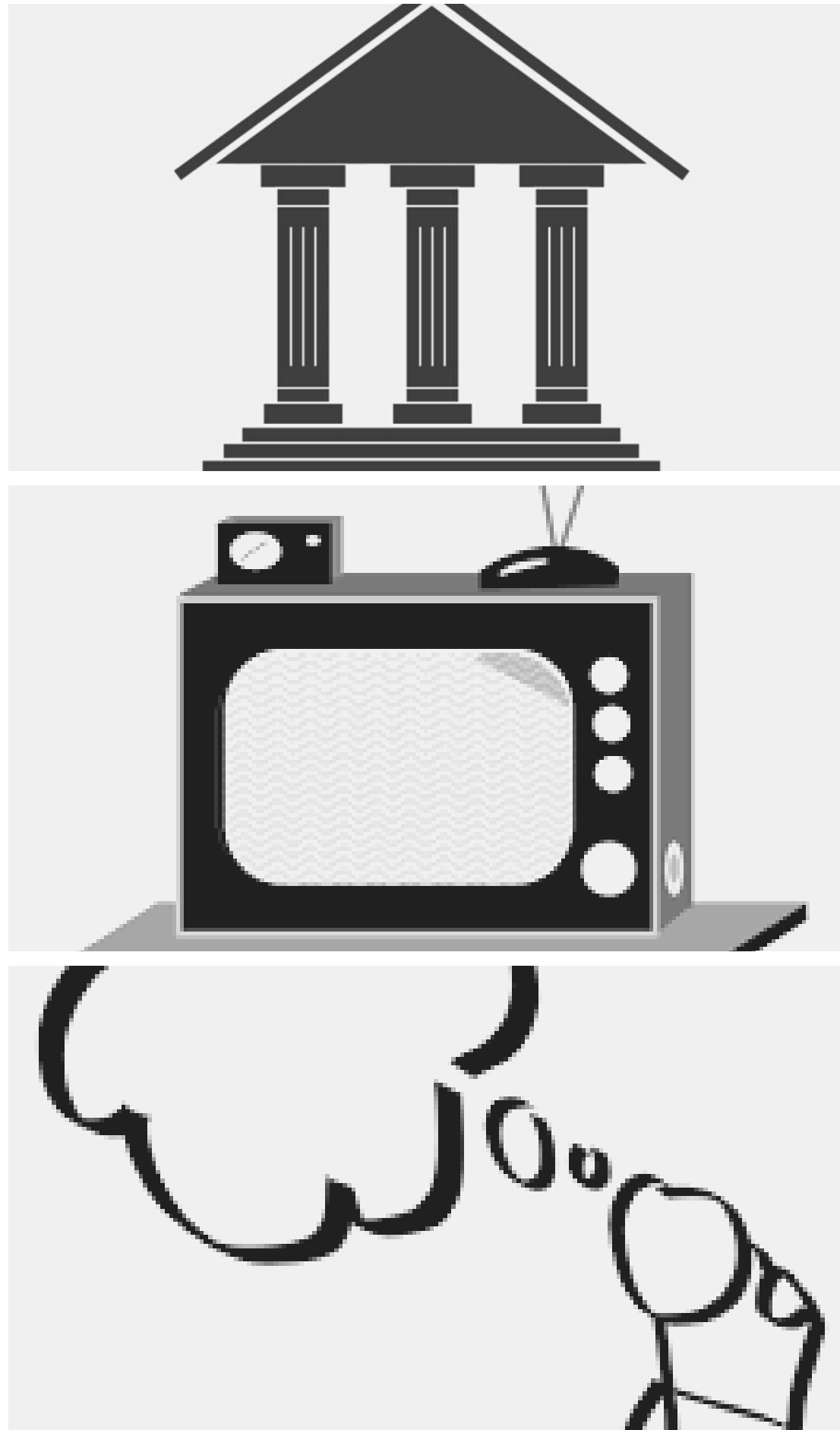
This expansion leads to political leaders' effort to build their own image and control self-representation to a large extent independently on the body which they represent.

DISSATISFACTION

Post-communist parties - the individualization of society, the existence of a strong reactive anti-partisanship, the general delegitimization of political institutions-therelativization of the traditional role of political parties

03

Rahat and Sheaffer



types

INSTITUTIONAL

the adoption of rules, mechanisms and institutions that focus more on individual politicians

MEDIA

an increased interest in politicians

BEHAVIOURAL

voters make electoral decisions on the basis of emotional shortcuts and the images of political parties and candidates

04

shortcuts



leader as a brand

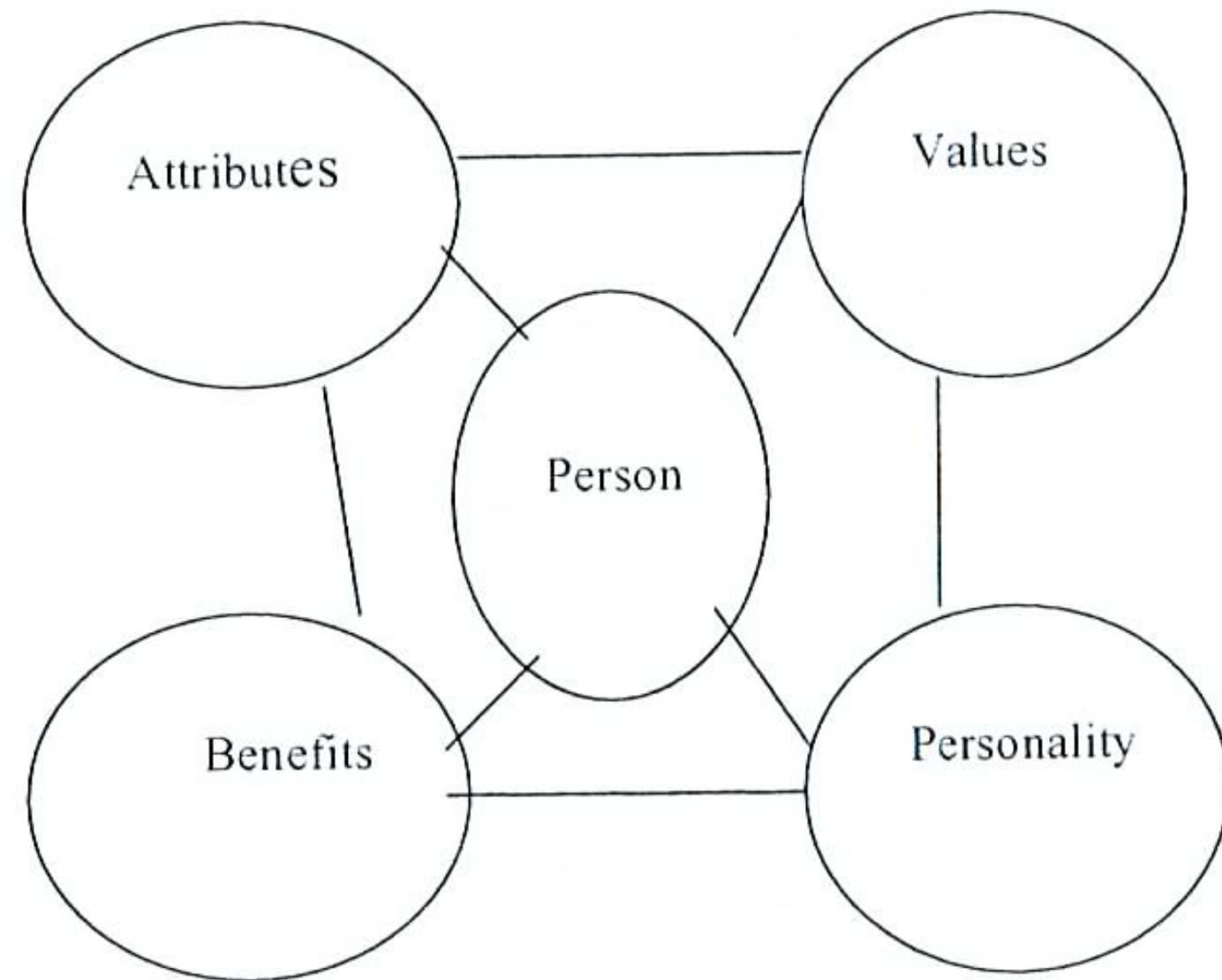
a move from statesmen
through politicians to
celebrities

postmodern campaign

the era of fast foods

person is a message; leader
is a program

05

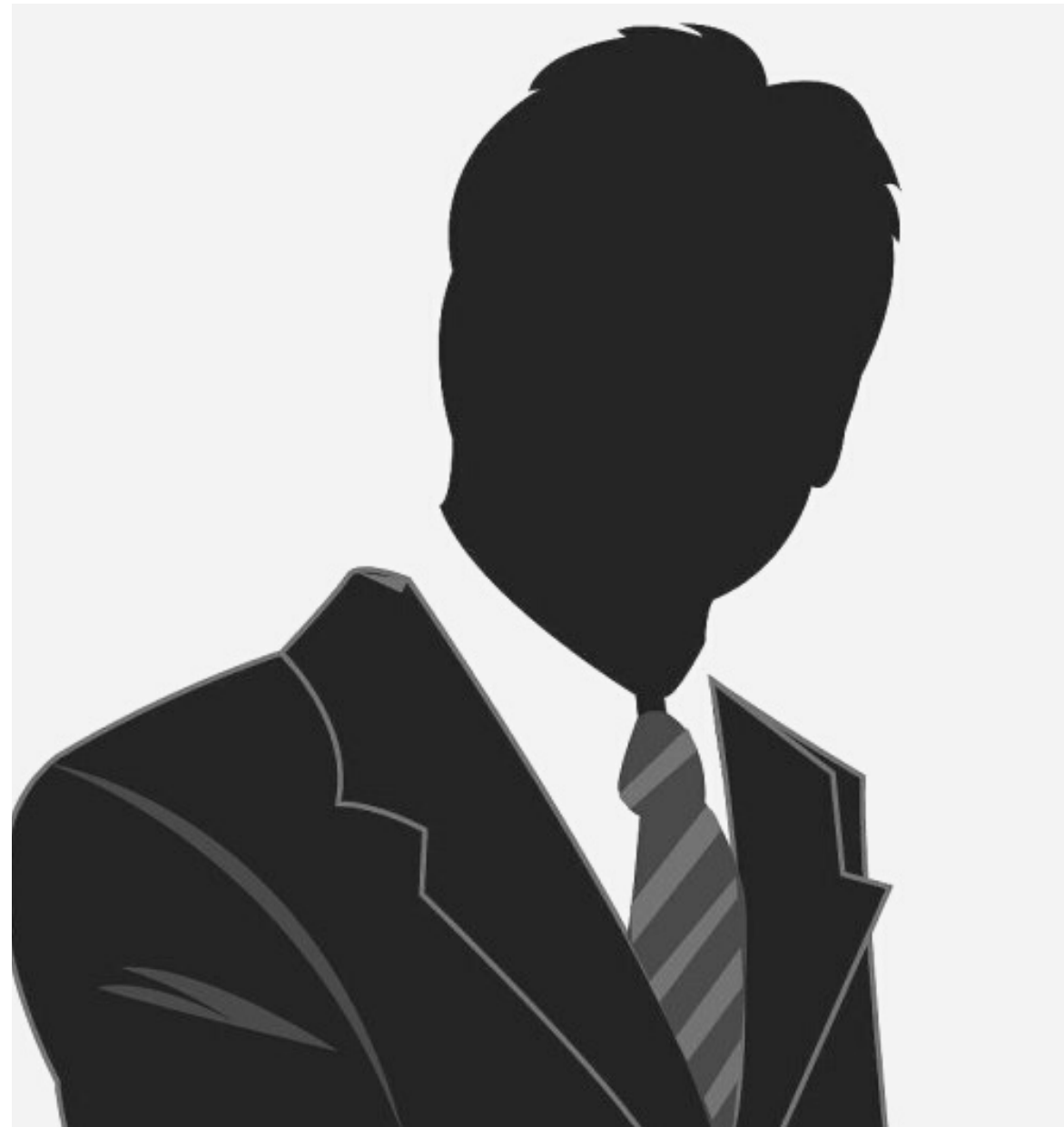


personal brand

leader as an excellent signifier to the electorate

public image of a politician which is formed from the sum of all communications impressions on a member of the citizen audience

co-branding



ideal leader

APPEARANCE

sex, hair, clothing...

POLITICAL BACKGROUND

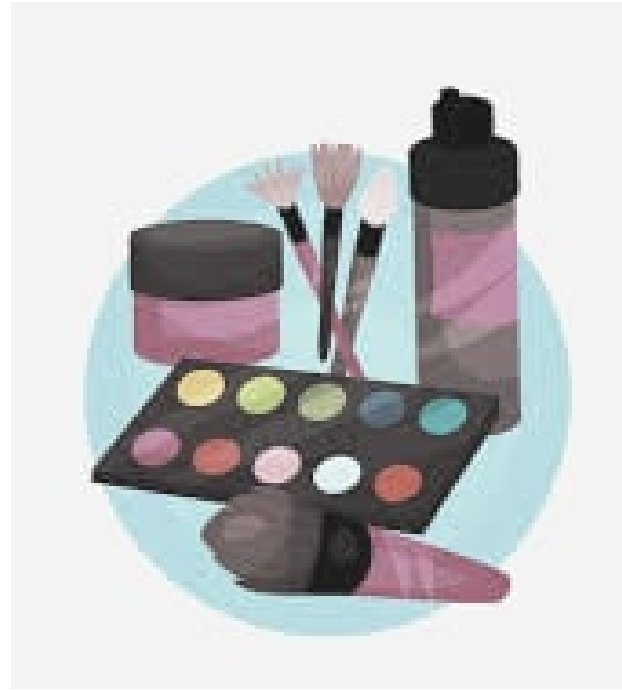
ideology, experiences, team

CAMPAING

motto, tools, gifts...

creation of leader

not everyone can be a leader



IMAGE

an 'appropriate' personal image helps politicians establish a combination of trust, respect and a professional aura



STORY

who am I
background, experiences, motivation, ideology, goals, team



TRAINING

that people become learned is a result of effort

how to speak to voters, in public, in media, how to behave, how to react



image

truly crucial in politics

an 'appropriate' personal image helps politicians establish a combination of trust, respect and a professional aura

reputation management

celebritization

09



story

storytelling, narratives

stories have no effect if their message is too explicit

having a good story is so powerful for a brand or a politician because it helps you build up all three shortcuts

brand archetypes

Archetypes are a collectively-inherited unconscious idea, pattern of thought image, etc., that is universally present in individual psyches.

Archetypes create mental short-cuts to help you make decisions when faced with many similar options.



The Hero and the Outlaw
by Mark and Pearson



twelve archetypes which can be separated into 4 main categories

when properly identified, brand archetypes would project and reflect the personalities of brands that consumers would be able to recognize and relate to, as we have already formed these archetypes in our collective conscious and subconscious

1. Creator = craft something new
2. Caregiver = care for others
3. Ruler = exert control
4. Jester = have a good time
5. Regular guy = be ok just as they are
6. Lover = find and give love
7. Hero = act courageously
8. Outlaw = break the rules
9. Magician = affect transformation
10. Innocent = retain or renew faith
11. Explorer = maintain independence
12. Sage = understand world

new types of political parties

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PERSONAL PARTY

a highly centralized management of the entire life of the party: all the most important decisions – from political program formulation to recruitment of candidates – are, directly or indirectly, carried out by the leader; the leader holds the monopoly of the “party line”

MEDIA PARTY

link of the party and its leader to the media network, effective political marketing

PERSONALIZED PARTY

the personalization only as a tool for external communication, the principles of power sharing, internal democracy and pluralism, the leader represents the party, but he cannot define the party line for himself

BUSINESS-FIRM PARTY

voters as consumers of a product, an entrepreneur-type leader, external sources

niche parties



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Thank you!

essay assignment

**Personalization of politics:
A challenge or a threat to the democracy?**

deadline: March 15 (via Moodle)



the Innocent

Core Desire: to experience paradise

Goal: to be happy

Fear: doing something wrong/bad that will provoke punishment

Strategy: do things right

Gift: faith and optimism

Trap: Boring for all their naive innocence



the Explorer

Core Desire: the freedom to find out who you are by exploring the world

Goal: to experience a better, more authentic, more fulfilling life.

Fear: getting trapped, conforming, inner emptiness, nonbeing

Strategy: journey, seek out and experience new things, escape from entrapment and boredom

Gift: autonomy, ambition, ability to be true to one's own soul

Trap: Aimless wandering, becoming a misfit



the Sage

Core Desire: the discovery of truth

Goal: to use intelligence and analysis to understand the world

Fear: being duped, misled; ignorance

Strategy: seek out information and knowledge; become self reflective and understand the thinking process.

Gift: wisdom, intelligence.

Trap: can study issues forever and never act



the Hero

Core Desire: prove one's worth through courageous and difficult action

Goal: exert mastery in a way that improves the world

Fear: weakness, vulnerability, "wimping out"

Strategy: become as strong, competent, powerful as you are cable of being

Gift: competence and courage

Trap: arrogance, developing the need for there to always be an enemy



the Outlaw

Core Desire: revenge or revolution

Goal: to destroy what is not working (for the Outlaw or the society)

Fear: being powerless, trivialized, inconsequential

Strategy: disrupt, destroy or shock

Gift: outrageousness, radical freedom

Trap: to go over to the dark side, criminally



the Magician

Core Desire: Knowledge of the fundamental laws of how the world or universe works

Goal: make dreams come true

Fear: unanticipated negative consequences

Strategy: develop vision and live it

Gift: finding win-win outcomes

Trap: becoming manipulativ



the Regular guy/gal

Core Desire: Connection with others

Goal: to belong, fit in

Fear: standing out, seeming to put on airs, and being exiled or rejected as a result

Strategy: develop ordinary solid virtues, the common touch, blend in

Gift: realism, empathy, lack of pretense

Trap: give up self to blend in, in exchange for only a superficial connection



the Lover

Core Desire: attain intimacy and experience sensual pleasure

Goal: being in a relationship with the people, the work, the experience, the surroundings they love

Fear: being alone, a wallflower, unwanted, unloved

Strategy: become more and more attractive physically, emotionally, and in every other way

Gift: passion, gratitude, appreciation, commitment

Trap: doing anything and everything to attract and please others, losing identity



the Jester

Core Desire: to live in the moment with full enjoyment

Goal: to have a great time and lighten up the world

Fear: boredom or being boring

Strategy: play, make jokes, be funny

Gift: joy

Trap: frittering away one's life



the Caregiver

Core Desire: protect people from harm

Goal: to help others

Fear: selfishness, ingratitude

Strategy: do things for others

Gift: compassion, generosity

Trap: martyrdom of self, entrapment of others



the Creator

Core Desire: create something of enduring value

Goal: give form to a vision

Fear: having mediocre vision or execution

Strategy: develop artistic control and skill

Gift: creativity and imagination

Trap: perfectionism, miscreation



the Ruler

Core Desire: control

Goal: create a prosperous, successful family, company, or community

Fear: chaos, being overthrown

Strategy: exert leadership

Gift: responsibility, leadership

Trap: being bossy, authoritarian