

Political marketing

Theory and practice of politics

Introduction

Marketing and Political Marketing

11. These to Feuerbach:
Philosophers did only explain the world
differently, the thing is to change it.

Marx-Engels

Introduction

- **Politics** - Politics is a practical science, since it is concerned with the noble action or happiness of the citizens.
- politics as a normative or prescriptive discipline rather than as a purely empirical or descriptive inquiry.
- **Polis** – Greek city-state
- **Aristotle** (b. 384 – d. 322 BCE): *Politics*

	Correct	Deviant
One Ruler	Kingship	Tyranny
Few Rulers	Aristocracy	Oligarchy
Many Rulers	Polity	Democracy

Introduction: Politics

Source of political power

- SLAVE SOCIETY – physical power
- FEUDAL SOCIETY - origin
- CAPITALISTIC SOCIETY – competitive advantage

DEMOCRACY

Source of political power: people, citizen

- Service for citizen
- Way of ruling society
- Competition of „political products“

Introduction: Marketing

"Marketing is the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

(Kotler, Keller - The American Marketing Association)

Marketing, as entrepreneurs conception, was established after II. WW

Introduction: Customer

Marketing conception: CUSTOMER IS THE KING!

Only customer is the person who pay all activities of the company.



Main marketing target is to fulfill customers needs

Introduction: Citizen

All power in democratic countries comes from the people.



*„**We the People** of the United States, in Order to form a more perfect Union, establish Justice, insure domestic Tranquility, provide for the common defence, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America.“* (The Constitution of the USA)

Introduction: Political marketing

political marketing is designed to influence people's votes in elections. It is different from conventional marketing in that concepts are being sold as opposed to products or services. Political marketing, however, employs many of the same techniques used in products marketing, such as paid advertising, direct mail and publicity" (Butler and Collins, 1994).

- This type of political marketing is typical for DEMOCRATIC SYSTEMS
- ENVIROMENT OF FREE COMPETITION OF POLITICAL „PRODUCTS“

Introduction: Political Marketing

- Marketing is becoming an important tool in politics in general, it provides core benefits that align with the conditions necessary for democracy.
- Marketers provide consumers with information so that they can make better choice. They see tremendous values in active customer engagement as it allows them to learn about their customer's needs and preferences, knowledge that can be applied to marketing strategies and communications.

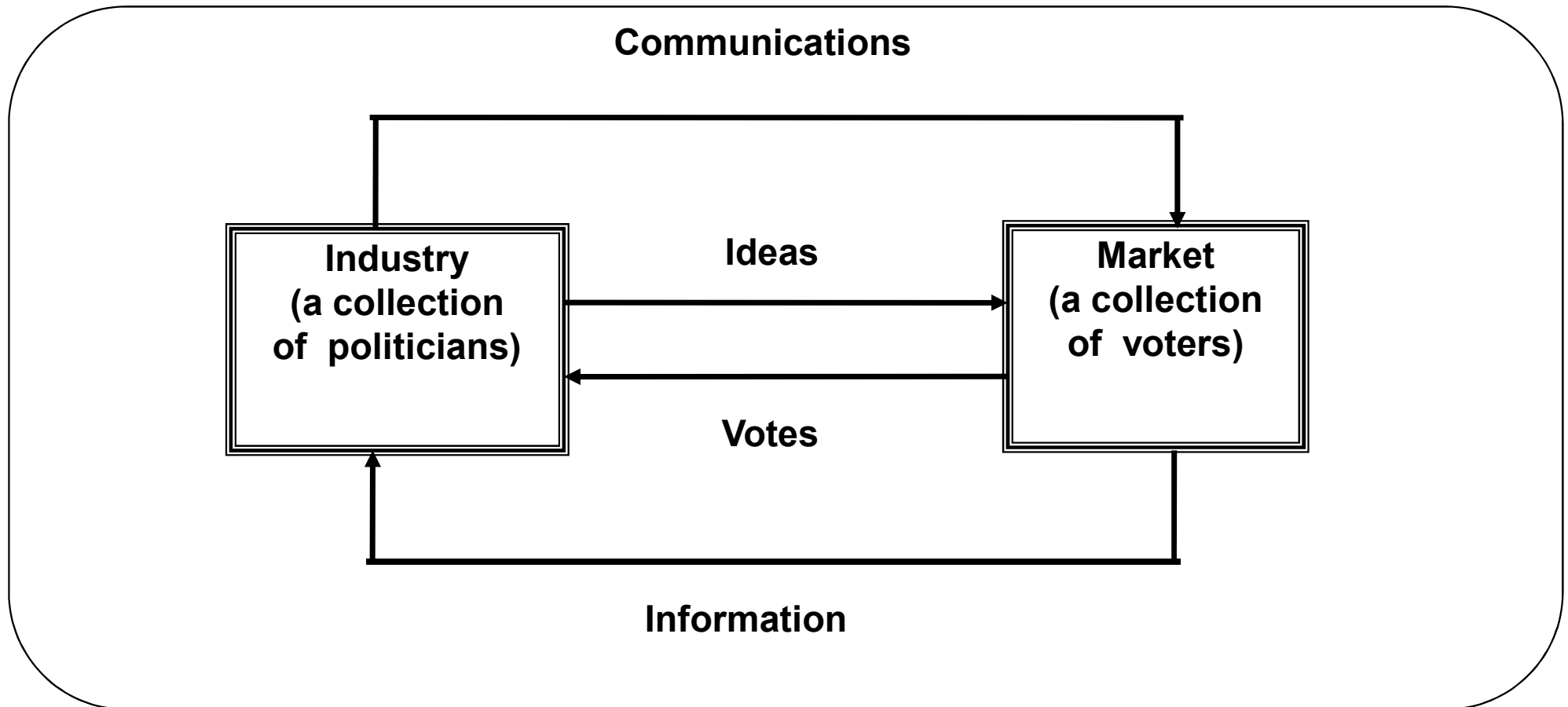
Mone, K. & Bazini, E. 2013, "Political marketing application by political parties: A framework for understanding its impact in democracy"

Introduction: Political Marketing

- Democracies involve "enlightened" citizens participating in the political process and making their choices from among the available candidates.

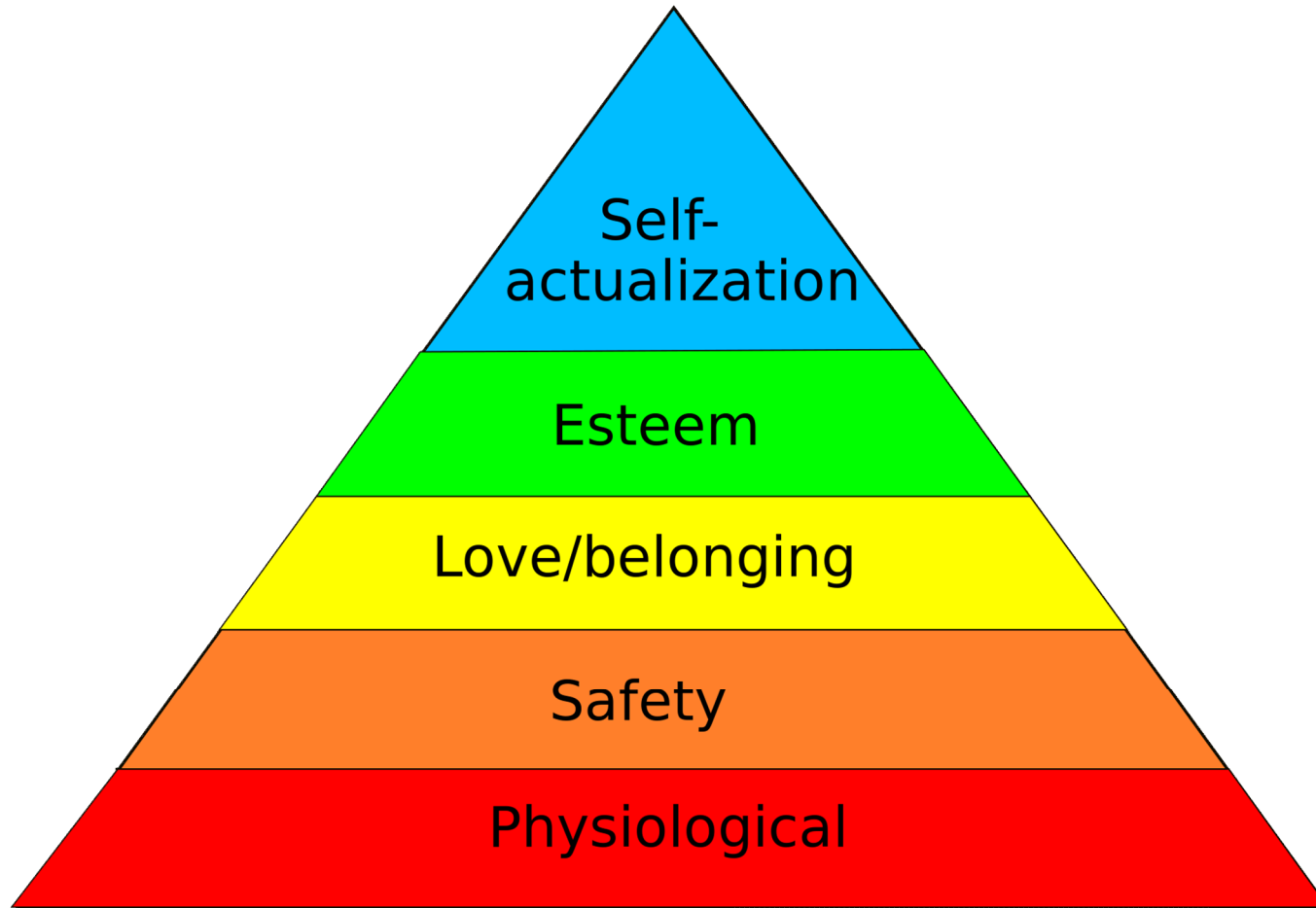
Mone, K. & Bazini, E. 2013, "Political marketing application by political parties: A framework for understanding its impact in democracy"

Introduction: Marketing and Political Marketing



Political Marketing vs. Commercial Marketing

Customer needs



Marketing mix

Marketing and Political Marketing

Marketing mix



Product



Price



Promotion



Place

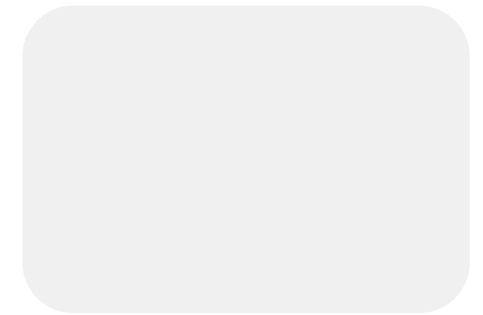
Marketing mix

Every good which should be sold

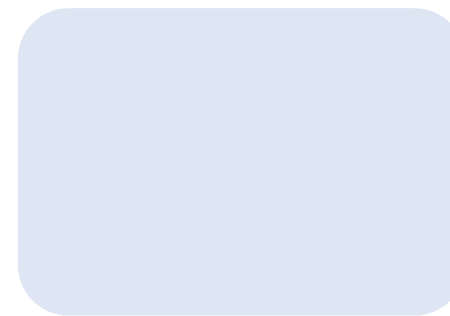
Augmented product



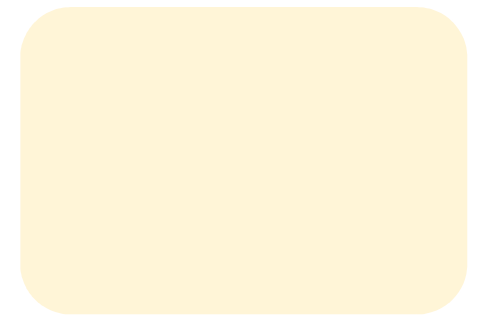
Product



Price



Promotion



Place

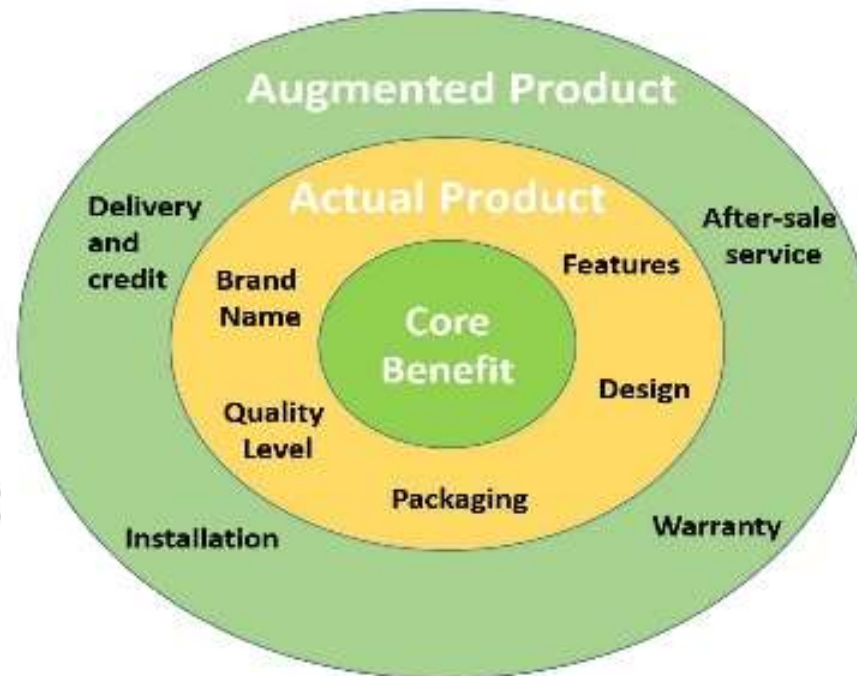
Augmented Product

Levels of Product

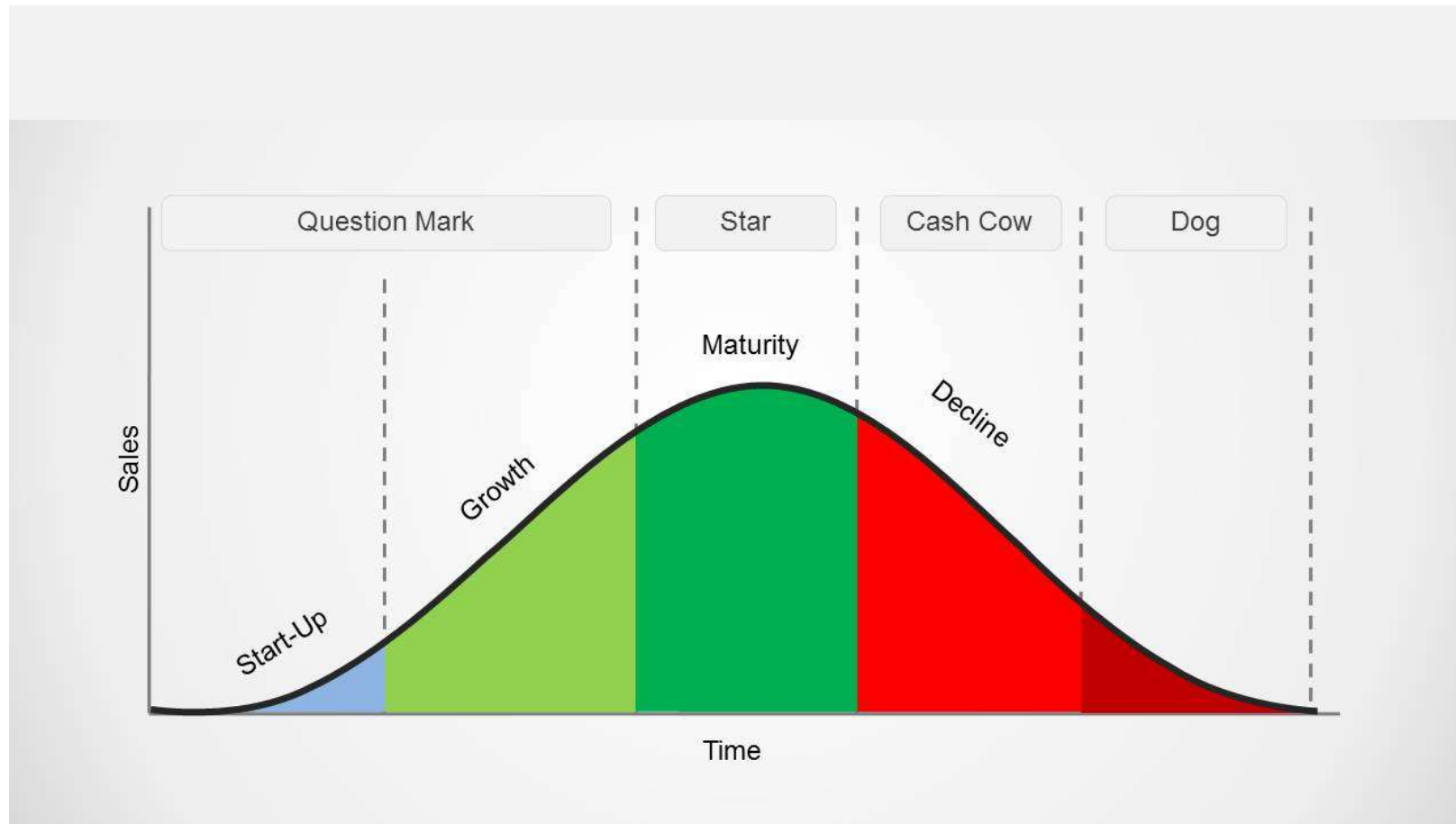
1. Core Benefit

2. Actual Product

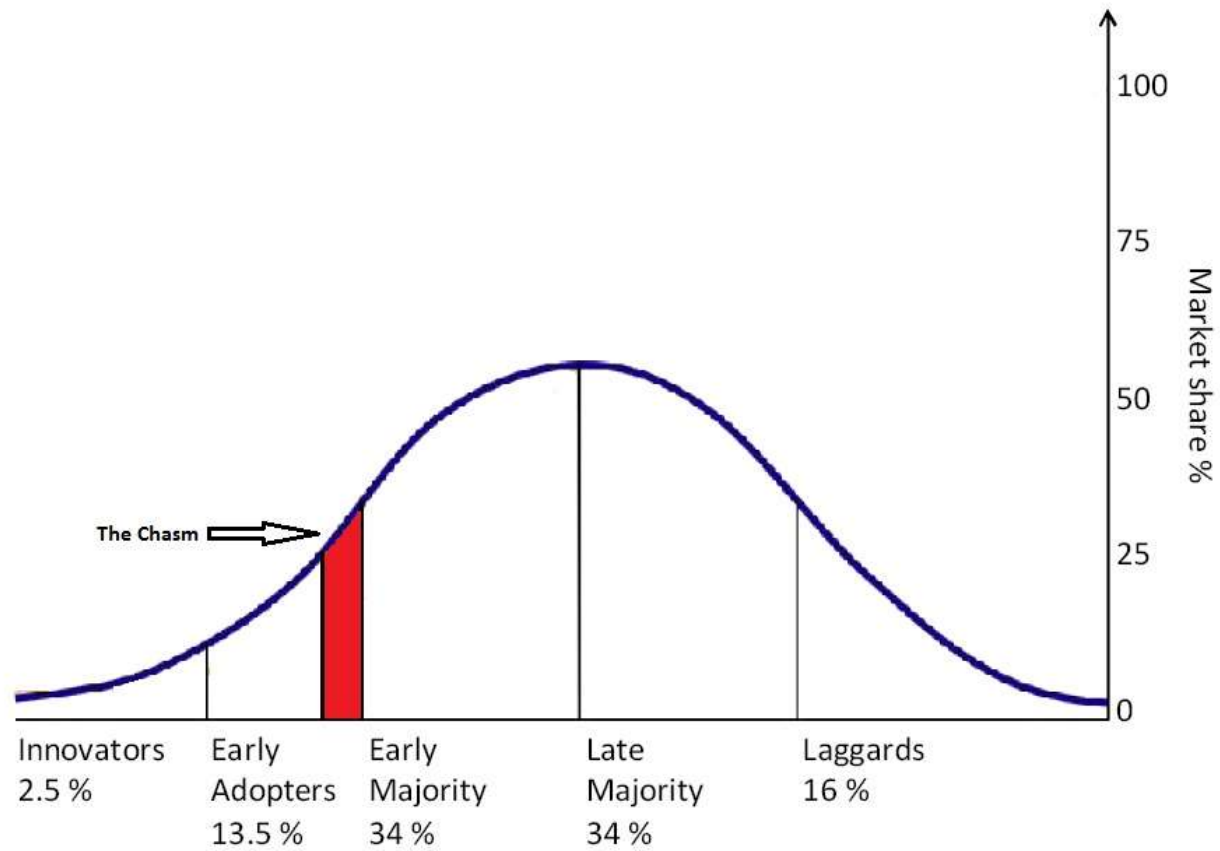
3. Augmented Product



Product: Product Life Cycle

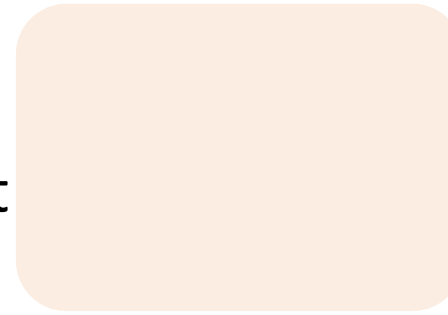


Product: Diffusion of Innovation



Marketing mix

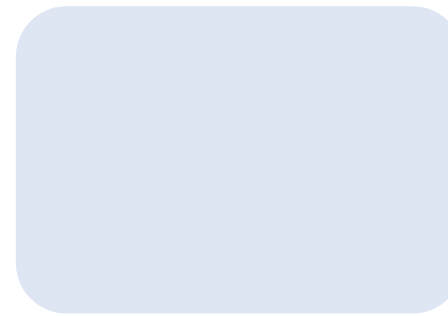
Value of product created on the market
-demand vs. offer



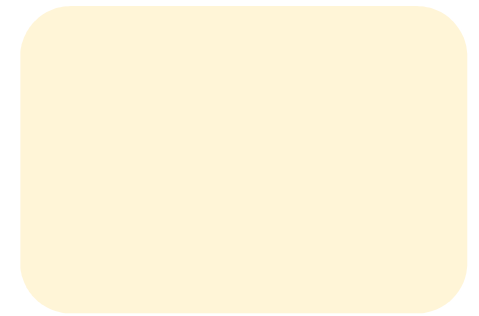
Product



Price



Promotion



Place

Marketing mix: Price

Value of product created on the market
-demand vs. offer

For producer = costs + gains

For customer = value of invested money

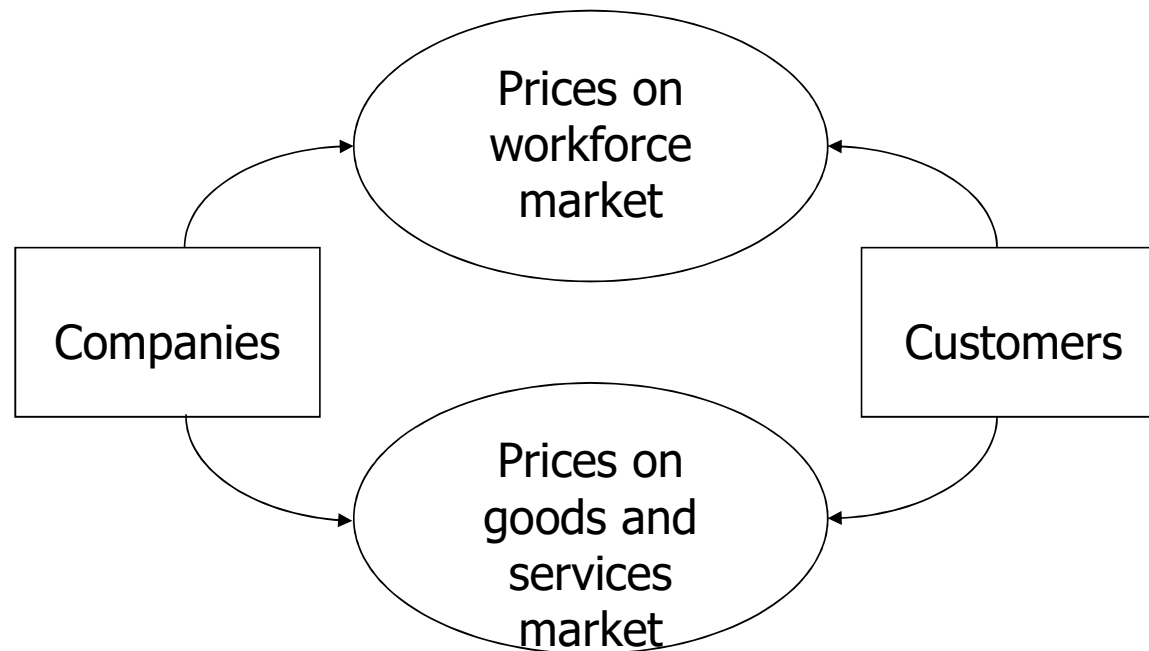
Subjective value

Transaction become in the situation when both –

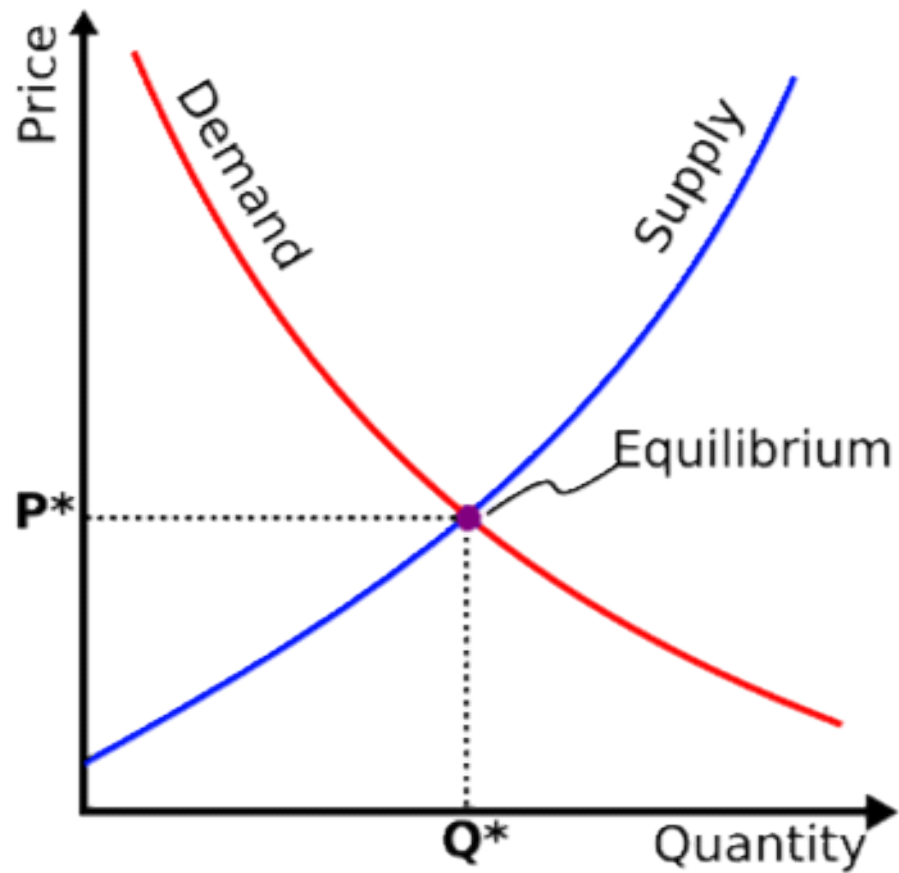
Customer and Producer(Seller) evaluate transaction as advantage

where subjective value of product (for customer) and money (for producer) is higher, than value of product or invested money

Market mechanism

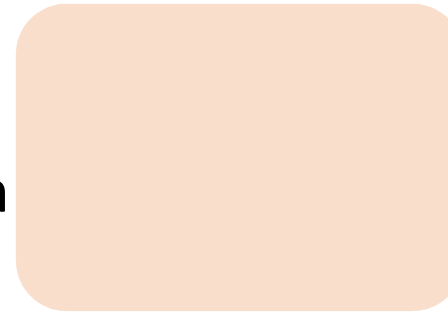


Marketing mix: Price

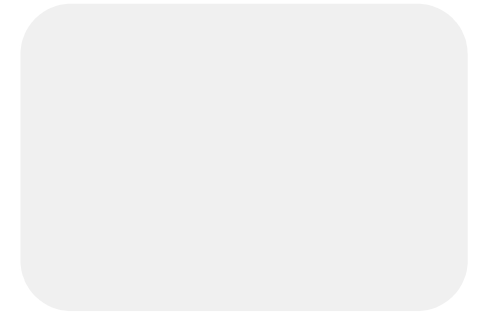


Marketing mix

Promotion – Marketing communication
Way of paid communication of product



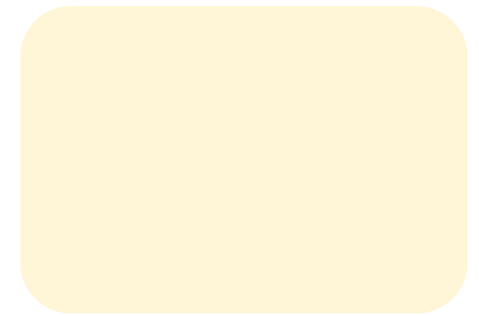
Product



Price

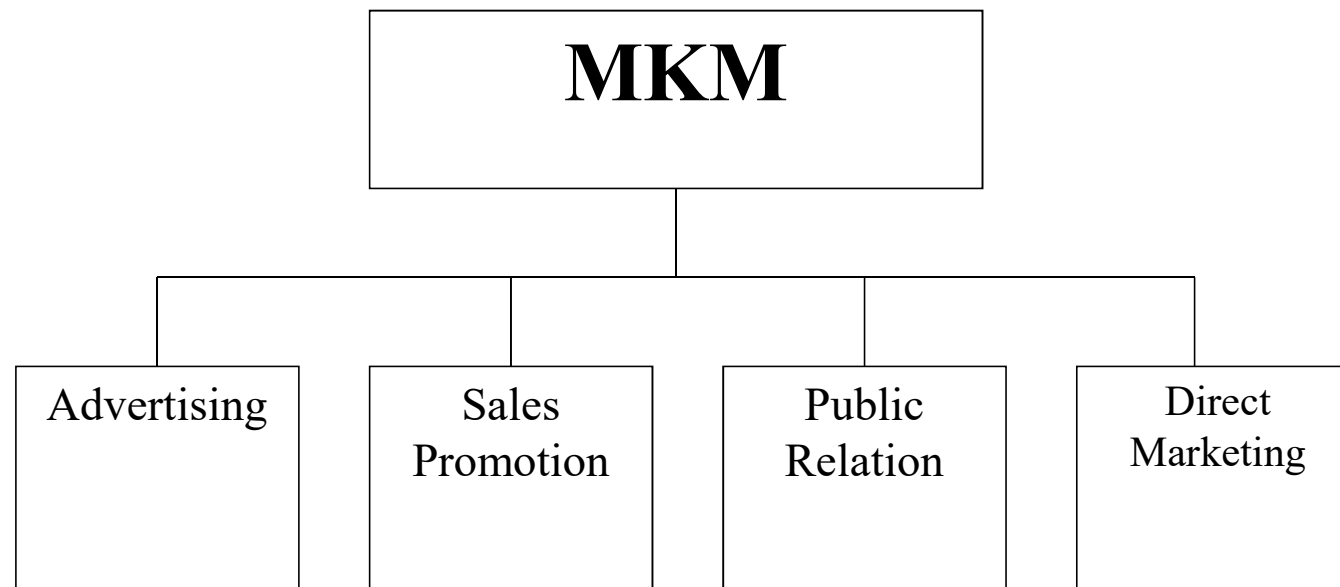


Promotion



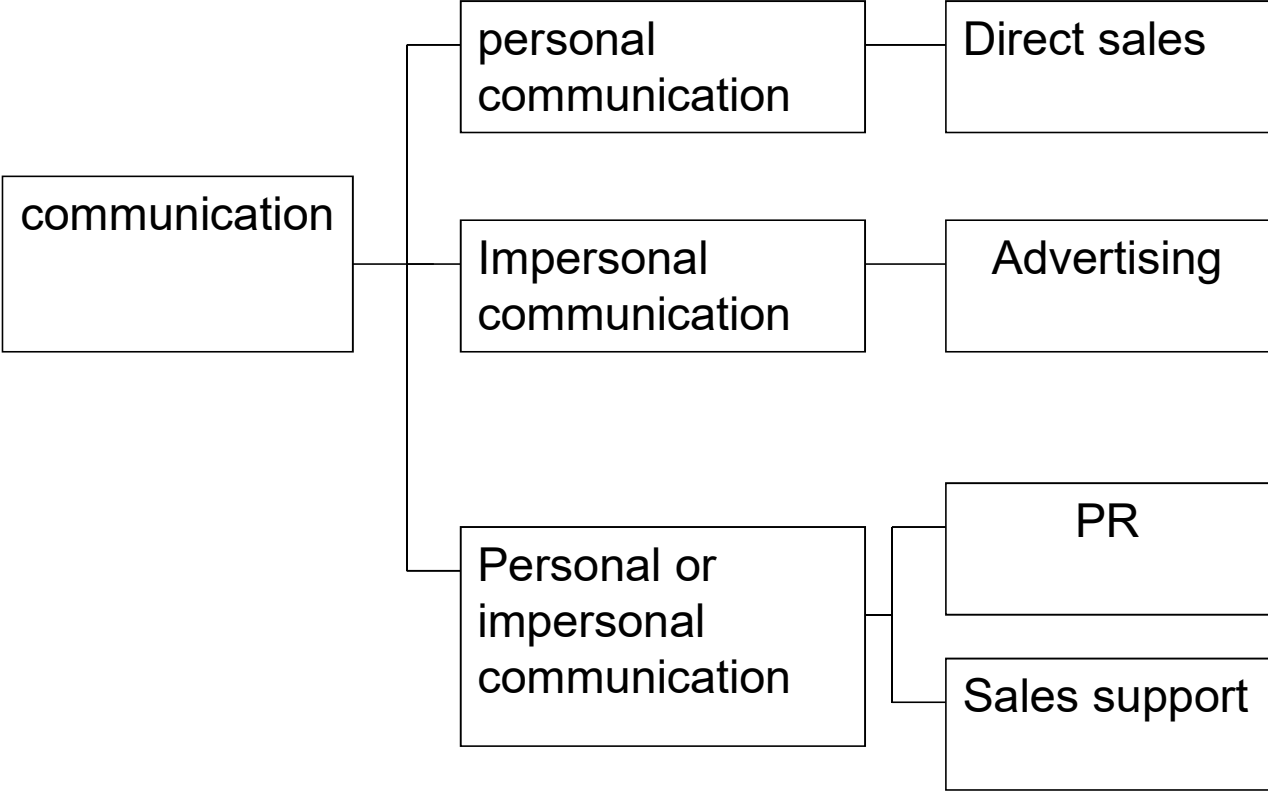
Place

Marketing communication mix



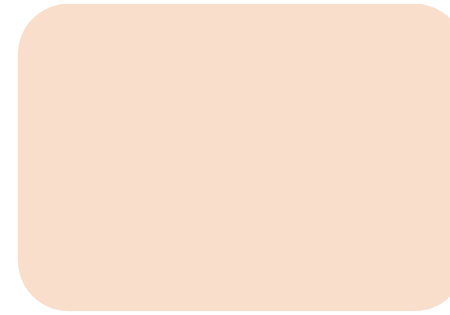
Sponsoring
Event marketing
Etc...

Marketing communication

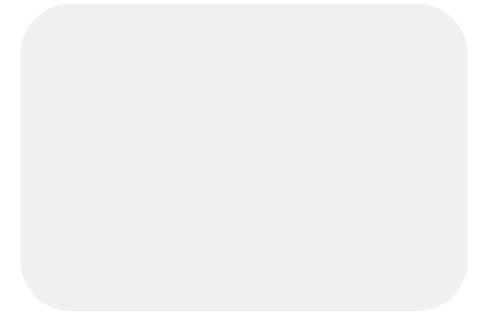


Marketing mix

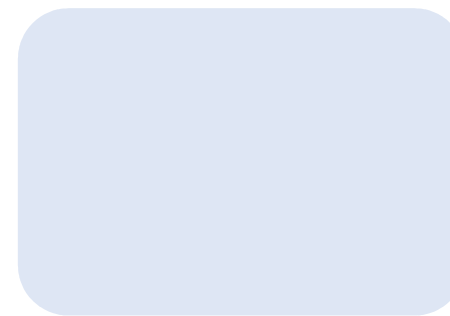
Ways of product distribution



Product



Price



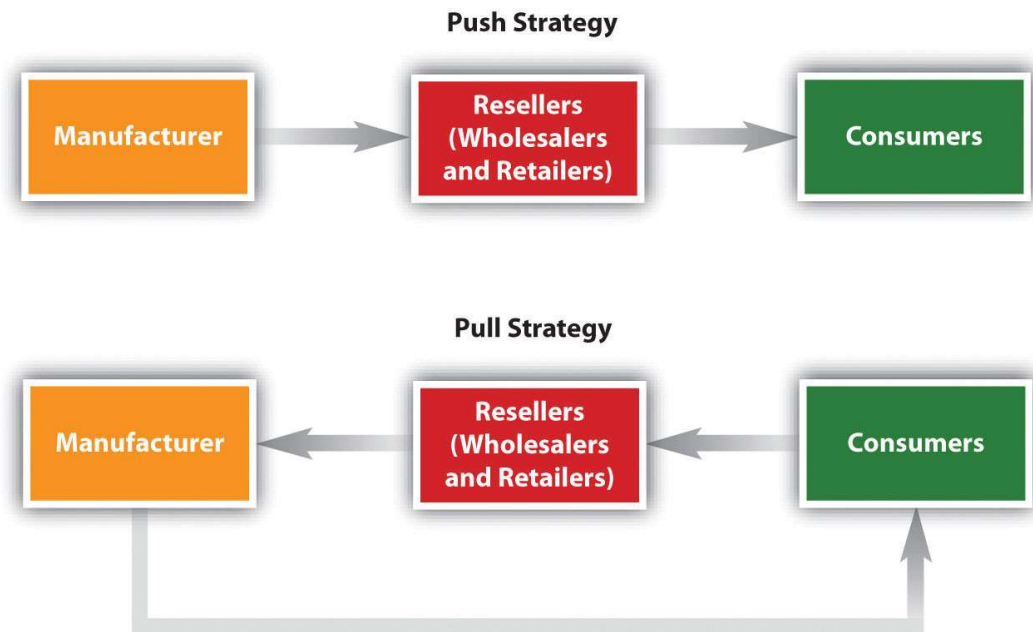
Promotion



Place

Place: Distribution ways

- Direct ways – producer – customer
- Indirect ways – producer – middlemen – customer
- PUSH and PULL strategy



Political Marketing mix

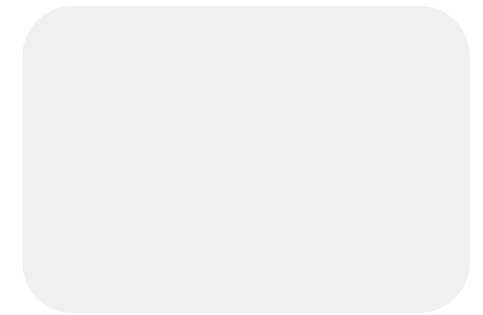
Marketing and Political Marketing

Marketing mix

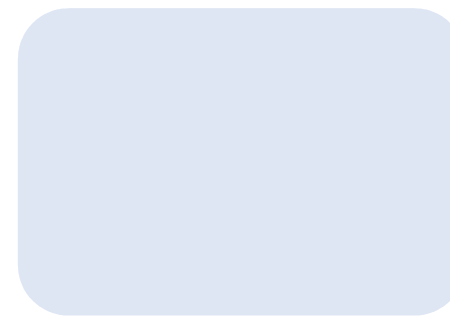
Abstract political product
Concrete political product



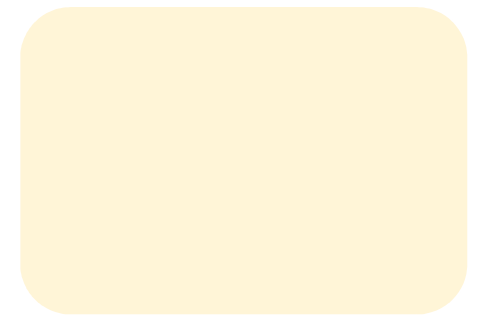
Product



Price



Promotion



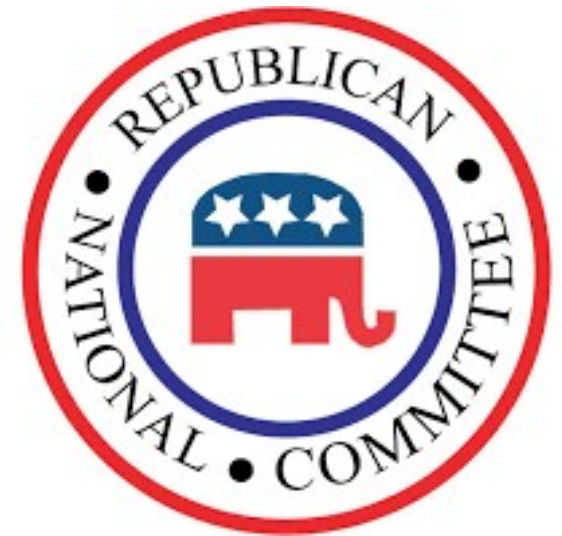
Place

Political product

- WHAT IS IT?
 - IDEAS
 - PROMISES
 - POLITICAL PARTIES /POLITICIAN SELF

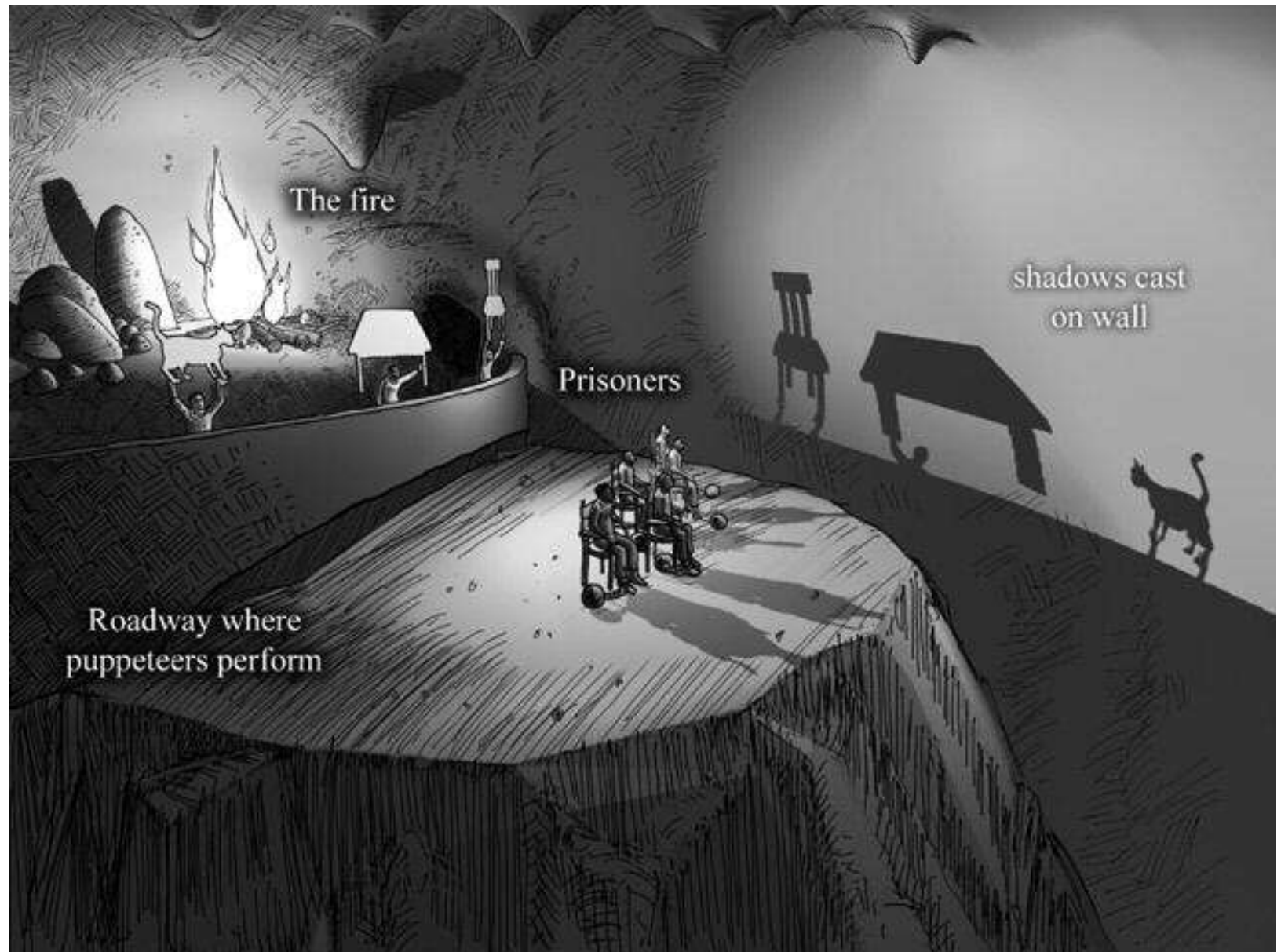


WE CAN!



Idea

- PLATO



Political product: Ideas

- Ideology = worldview system, system of ideas which help us understand and explain the world
- Ideology is elaborate system of opinion, attitudes, values and ideas with apologetic or offensive function based on formulation of political, worldview or similar interests of specific group
- **Political ideology = opinion and ideas about political reality**

Political product: Ideological conceptions in history

- **Liberalisms**
- **Conservatisms**
- **Socialisms**
- **Communism**

Freedom,
Equality,
Fraternity
and
Order

Political product: Ideological conceptions in history

Main ideologies with political impact

- Liberalism:

liberty = freedom – central value is freedom of individual and accent on individuality

- Conservatism

Accent on tradition, history, family, order, authority = value „an sich“

- Socialism

ideal of social justice and brotherhood

- Communism

Ideal of common ownership and classless society

Political product: Ideology conception

Typology:

- **Linear** - Communism - Socialism - Liberalism - Conservatism - Fascism
- Division on Left and Right (comes from French Revolution) – based on radicalism (Left) and conservatism (Right). Base on relation of ideology to equality.
- **U- scheme** - there is shown, that extreme ideologies (communism, fascism) are similar in building a totality.
- **Scheme Authority - Freedom** - division to Left and Right is not sufficient. Social democracy – free left, anarchic capitalism – free right, Stalinism – left authority x Nazism – right authority

Political product: Ideology conception

3. Politology triangle

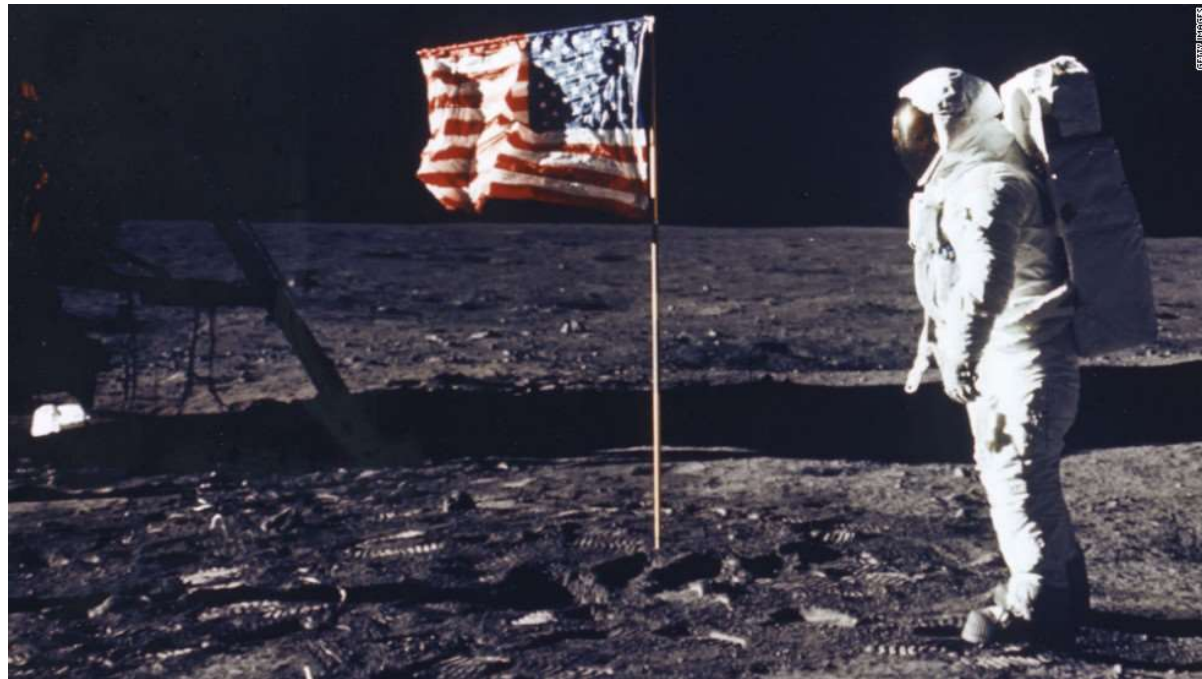
- Development of western democracy was ruled by 3 ideological conceptions: ***liberalism, conservatism and socialism***
- But it was affected by anti democratic ideologies: ***anarchism, communism, fascism***

Dialectical materialism and Belief in miracles

- Ideology, which should explain everything – even opposite phenomena by one consistent idea
- Laws of Dialectic (F. Engels):
 - **1. quantity changes to quality**
 - **2. opposites interpenetrate**
 - **3. negation of the negation**
- Miracles make ideological explanation of world more understandable
- Miracle is good example for support of the consistent worldview

Political product: PROMISE

PROMISE



I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the earth. JFK 1961

Political product: PROMISE

PROMISE

MAKE AMERIKA GREAT AGAIN



SELLING OF PROMISES

FAIR TAX SYSTEM and other



WEEK and STRONG PROMISES

Political product



For those looking
for security,
be forewarned that
there's nothing
more **insecure** than
a political promise.

~Harry Browne

American writer

Political product

PROMISE

ELECTION



Election in democratic countries are based on free competition of POLITICAL PRODUCTS

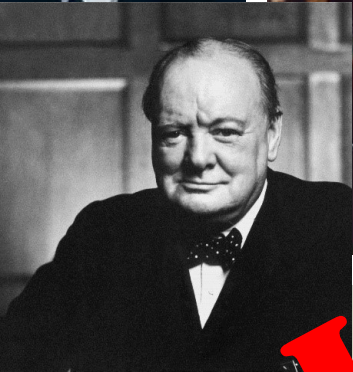
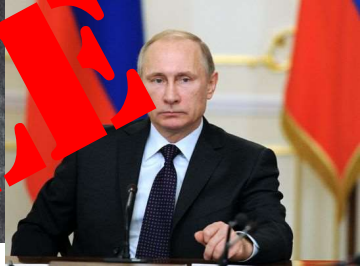
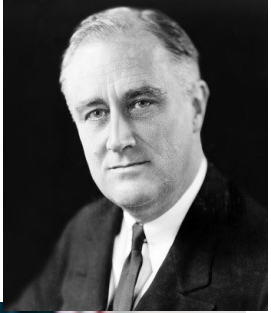
Political product: Politicians

HUMAN BRANDING

- Actors
- Soldiers
- Revolutionary
- Businessman
- Scientists
- Trade-union leader
- Professional politicians



Human branding is an emergent topic in mainstream marketing. The value as a brand of a person who is well-known and subject to explicit marketing communications efforts is being investigated in many fields



POLITICAL PROFILE

Political product: Leaders

HUMAN BRANDING

ALEXANDER THE GREAT

Type of Leader: Military, Political

ASHOKA

Type of Leader: Military, Political,
Religious

NAPOLEON BONAPARTE

Type of Leader: Military, Political

JULIUS CAESAR

Type of Leader: Military, Political

FIDEL CASTRO

Type of Leader: Economic, Military,
Political

WINSTON CHURCHILL

Type of Leader: Economic, Military, Political

BENJAMIN FRANKLIN

Type of Leader: Intellectual, Political, Scientific, Social

MOHANDAS GANDHI

Type of Leader: Political

MIKHAIL GORBACHEV

Type of Leader: Economic, Intellectual, Political

CHE GUEVARA

Type of Leader: Intellectual, Military, Political

ADOLF HITLER

Type of Leader: Military, Political

Marketing mix

Ways of product distribution

ELECTION

Voting system

Representative democracy

Plurality/majoritarian

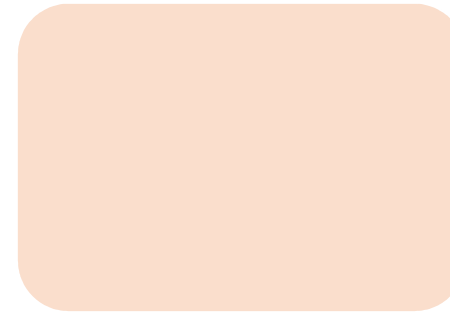
Proportional representation

Mixed-member

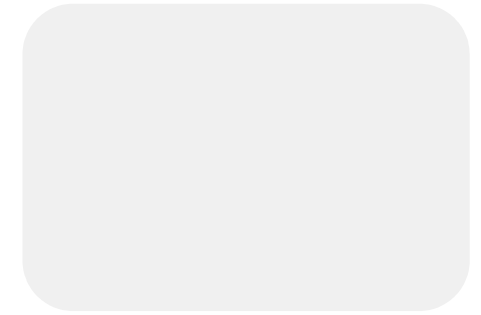
Other

Direct democracy

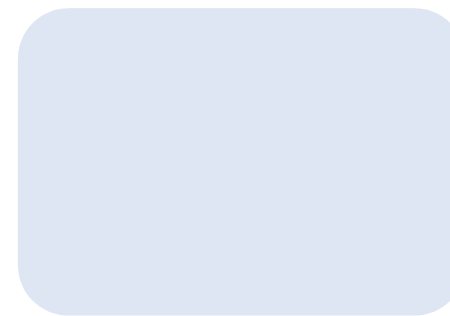
campaigning, electioneering



Product



Price



Promotion



Place

Place

SECOND PLACE IS NO PLACE

THE WINNER TAKES IT ALL

Place: Election

- Voter turnout
- Rule of public opinion (research)
- Spiral of silence
- Types of political marketing in:
- Representative democracy
- Direct democracy – REFERENDUM

Place: Representative democracy

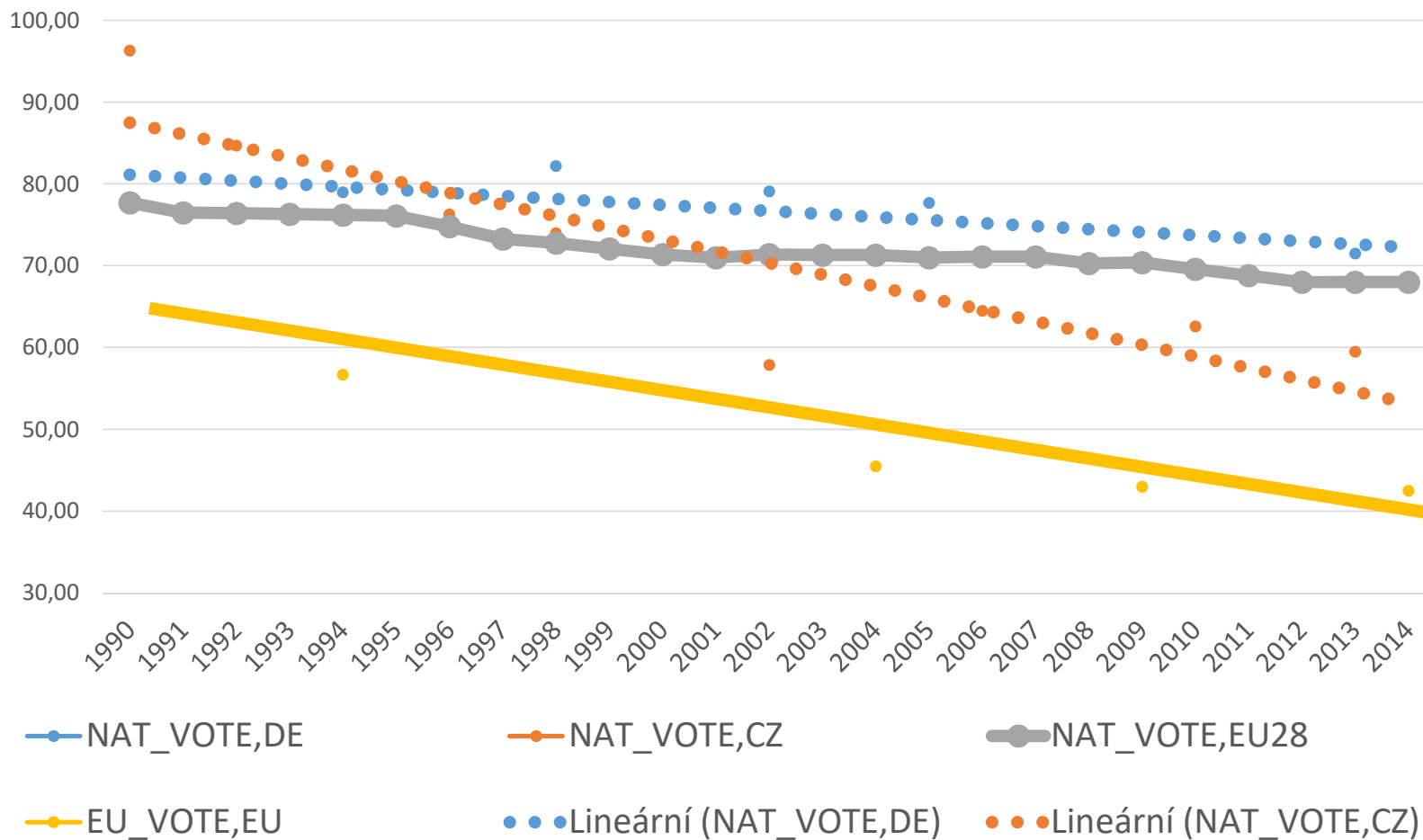
- Voter over give the power to the deputy (politician, political party)
- Indirect distribution way of political product
- Pros – relative stability of political system, believe in professionalism of political solutions
- Cons – political compromise causes difference from voters expectation (example: not achieved promises in political programs)

Place: Direct democracy

- Direct democracy – REFERENDUM
- Voter makes decision directly – direct way of distribution
- Pros – direct influence on the result – on the solution
- Cons – only simple questions (YES, NO), danger of populist manipulation with public opinion

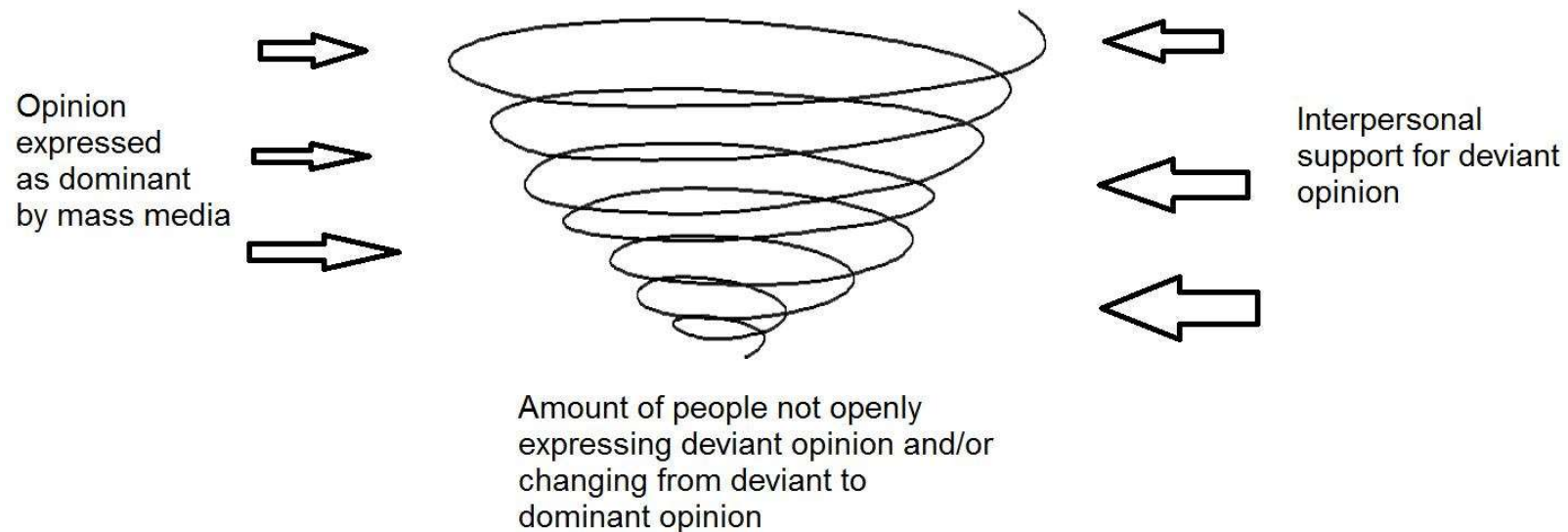


Place: Voter Turnover EU



Voter
Turnover
decrease
in national
and euro
elections

Spiral of silence

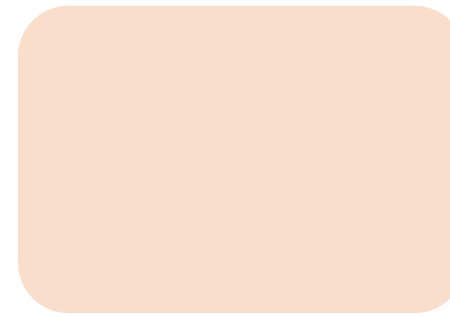


The **Spiral of Silence Theory** is a political science and mass communication theory proposed by the German political scientist Elisabeth Noelle-Neumann, which stipulates that individuals have a fear of **isolation**, which results from the idea that a social group or the society in general might isolate, neglect, or exclude members due to the members' opinions.

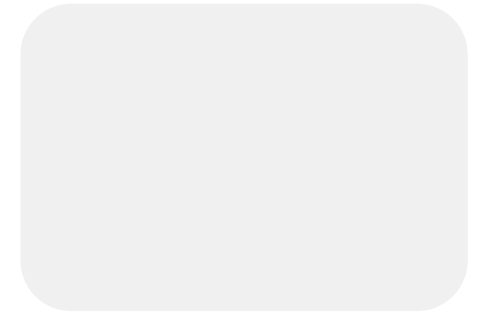
Marketing mix

Advertising : Mass media
Direct marketing
Sponsoring
PR

Communication strategy
Image of brand, product
Political party, politician, idea
campaigning, electioneering



Product



Price



Promotion



Place

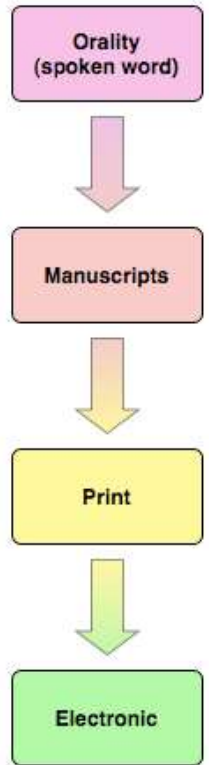
Promotion: Political message

- Modern world is overcrowded by messages

KEEP IT SIMPLE, STUPID

Mass media

- Product of mass SOCIETY
- The **mass media** is a diversified collection of media technologies that reach a large audience via mass communication.
- Mass production – effective production of the mass of standardized products (ECONOMIES OF SCALE)
- Mass culture – all products are GOODS for sale.
- ONE SOURCE, STANDARDIZED OUTPUT, MASS OF PERCIEVER



Communication methods

- Political campaigns
 - Voting campaigns - electioneering
 - Between election communication
 - Work with important social, economic, etc. questions, actual problems, affairs
 - Agenda setting – who and how set the topics

Communication methods

- Mass Media: ATL
- TV, Print : Traditional media
 - Political discussion
 - Interviews with politicians
 - News (with political content)
 - Comments – by politicians, by journalists, experts on politic topics
- New media : Internet, Social networks (f.e Facebook Page for the party or candidate. Use of Twitter comments)



Donald Trump For President

@DonaldTrump4President

To se mi líbí Zpráva

- Hlavní stránka
- Informace
- Fotky
- To se mi líbí
- Další

Politik

Hledat příspěvky na této stránce

Stav Fotka/video

Napište něco na tuto stránku...

Vytvořit stránku

Sponzorováno



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Chat (3)

Communication methods

- BTL
 - PR – Public relations – press conferences, press reports, public political party documents (programs, manifests, proclamation...)
 - Sponsoring – politician, party involving in different social events in the rule of supporter
 - Events – pre election (as a part of electing), party congresses, demonstrations organized by politician or political party, taking a part of politician on demonstrations of other subjects (as support)

Marketing mix

What are the costs of
POLITICAL PRODUCTS?

-costs for citizens

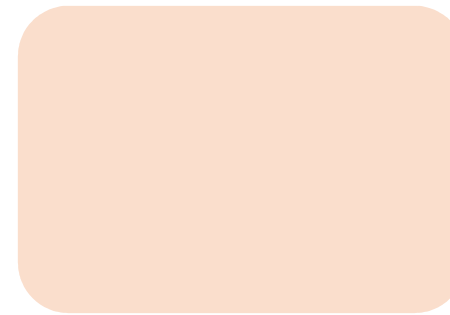
-economical : taxes payment

-non-economical : individual
freedom

-price offered by political system

-economical: taxes demand and use

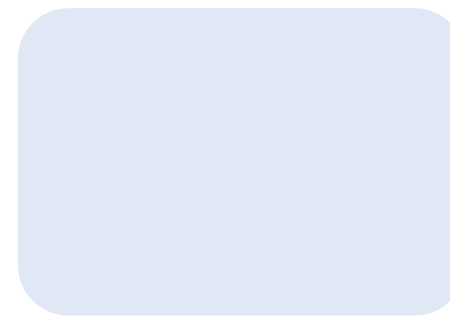
-non-economical: demand on
individual freedom



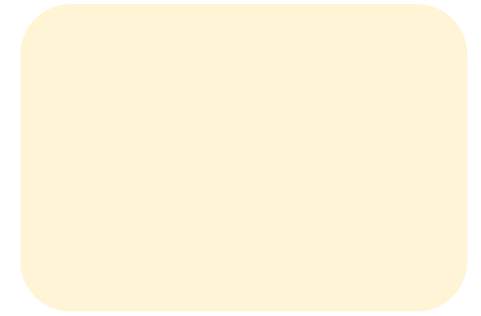
Product



Price



Promotion



Place

Price: non economical costs

Thomas Hobbes: Leviathan
Metaphore of State Power

We over give part of our
individual freedom to HIM
as he protect us



Price: Equilibrium of demand and offer

- Offer from politicians, parties (ideas, visions --- concrete solutions – laws)
- Demand from citizens – worldview - ---- concrete solutions – individual advantage
- Abstract political product IDEA – image – society advantage
- Concrete political product CONCRETE SOLUTION – LAW – individual advantage

Price of control of public money
Corruption in state institutions



Real and Virtual Targets

- Strategic (Real) and Virtual TARGETS
- Virtual targets = as idea is better accepted by public, better sold to the public
- Better short term results via virtual

Text Reproduction of Ideology

Political Marketing

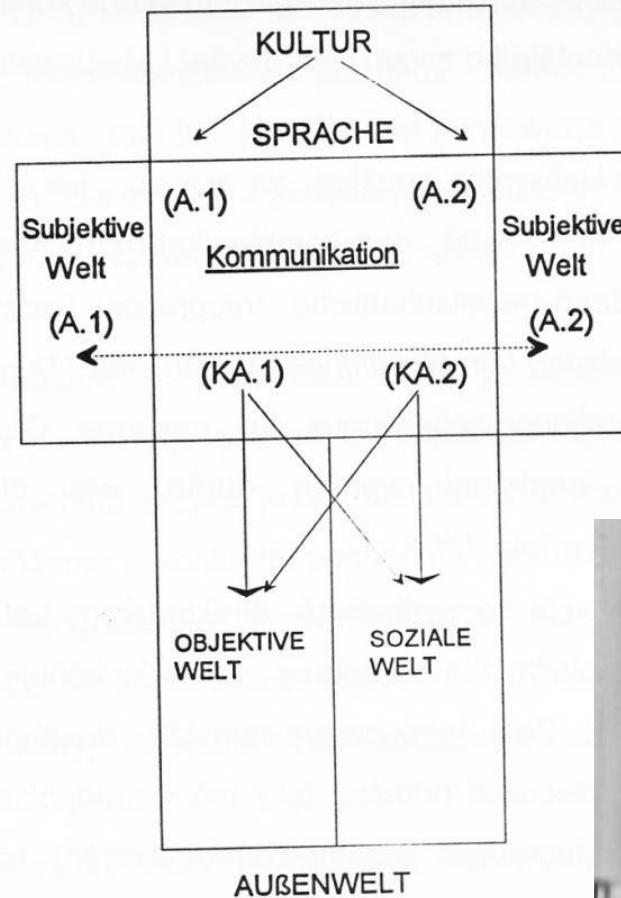
Text reproduction of ideology

- Way, how to better sold political products to the public
- Text reproduction of ideology,
- Process of emptying of word's meaning,
- Process of spreading of ideology in social mind wit help of text.

„Grau ist, mein lieber Freund , alle Theorie und
grün ist der Baum des Lebens.“
J.W.Goethe

Text reproduction of ideology

LEBENSWELT



Jürgen Habermas
Theorie des kommunikativen Handelns

Text reproduction of ideology

LEBENSWELT (Life world)

Phenomenological method

World of social phenomena, world of everyday life (Alltag)

Factual relationship (Sachverhalt) (Wittgenstein) – its existence is substance of social interaction (interaction actor- social world)

Necessity of coordinated action in society – came out of communication- target of communication

Habermas's typology of communicative action :

According to formal –pragmatic criteria (speech acts),

- function of language
- orientation of action
- focus of communication action
- demand on validity
- relation to the type of the world (objective, social, subjective world)

Jürgen Habermas

Theorie des kommunikativen Handelns

Text reproduction of ideology

Reproduction of ideology

Reflection of intersubjective relations is caused by distorted idea of their character

1.Understanding the meaning – 2.interpretation of meaning in out of text context of social reality – 3.sense



1.Pressure of ideology on the idea about character of intersubjective relations – 2.pressure on symbolic system – 3.changes in the language – 4.reproduction of those changes in the language – 5.reproduction of language distortion – 6.reproduction of distorted world image – 7. reproduction of distorted social structure, social relations, values

Jürgen Habermas

Theorie des kommunikativen Handelns

Text reproduction of ideology

Strategic communicative action

Focused on the action of the other

Open – (with conscious aim of manipulation)

Corresponding with communication in Lebenswelt – speech acts connected to the objective world no.3

Hidden – (with subliminal manipulation) – speech acts on the language level distorted by ideology – ritualization – (K.O. Apel – „communication machine“ highly formalized communication. *Because it says so--- it can't say differently*)

Jürgen Habermas

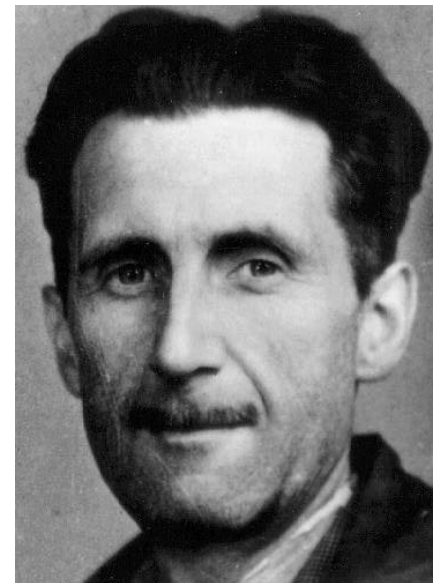
Theorie des kommunikativen Handelns

G. Orwell: Politics and the English Language

Self-completed prophecy

An effect can become a cause, reinforcing the original cause and producing the same effect in an intensified form, and so on indefinitely.

A man may take to drink because he feels himself to be a failure, and then fail all the more completely because he drinks.



G. Orwell: Politics and the English Language

Principles of non-ideological use of language

- Never use a metaphor, simile, or other figure of speech which you are used to seeing in print.
- Never use a long word where a short one will do.
- If it is possible to cut a word out, always cut it out.
- Never use the passive where you can use the active.
- Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday English equivalent.
- Break any of these rules sooner than say anything outright barbarous.

Validity in political systems

Political Marketing

in one God you believe

BELIEVE IN POLITICS

Validity and facticity in social discourse

Karl O. Apel

World orders (sources: hermeneutics, L. Wittgenstein, B. Russell, G.W. Leibniz – secret metaphysics)

„Transformation der Philosophie“

Problem of recognition of the world from language

According to the analogy principle have

world order,

language order and

logical-mathematical order, IDENTICAL FORMS.

Those orders allow structural creation of the world (Abbildung) – real world (Welt-Tatsachen), in the world of designation of the reality – in language (Zeichen Tatsachen)



Validity and facticity in social discourse

Karl O. Apel

World orders

What does mean order for language?

What does mean language for order?

...

Who does research? – logician, linguist

Speaking is based on time order of signs.

Writing is based on space order of signs.

For study of ideology is suitable approach, which uses formal logical order by the data collecting and sorting and hermeneutical approach by selection of sources, analysis and interpretation.

Validity and facticity in social discourse

Text and extra-textual reality

Symbol is unit in the text representing extra-textual reality (objects of the outer world and thoughts)

Symbol convey a message

P. Ricoeur – whole text carries meaning–

in the reality context out of text –

carries sense

(hermeneutic method of preunderstanding –
hermeneutic circle) pragmatic – transcends text into
extra-textual reality



Validity and facticity in social discourse

Political symbolism

H. Pross „Politische Symbolik“, 1974

World is a set of symbolic expressions

(see Lotmann – Semiotics)

In the text is created world order with help of symbols, which represent it (e.g. Natural law definition – in the reality are only repeated phenomena – the law exist only in human's mind – and is by the language fixed in the text)



KEEP IT SIMPLE, STUPID

Validity and facticity in social discourse

Political symbolism

- Political symbols : what nature do have: peace, war, friendship, democracy, freedom?
- Meaning of Conventions are not uniform and that is why their acceptance is not absolute (it is prevented by the interpretation of symbols)
- Form has social character, not content
- Magnificence of baroque church is not given by the stone, from which it is constructed, but by the feeling of smallness, fear of heights and depths and straggled walls. Magnificence is impression from symbols.
- Feeling of national pride by the sound of national anthem, by the look at symbol of the state, memorial...

Validity and facticity in social discourse

Political symbolism

H. Pross „Politische Symbolik“, 1974

Reduction of symbolic system

Reduction of number of combinations of symbolic meanings to the types, stereotypes, which meanings we have fixed, without necessity they interpret again.

Simplified communication by those symbols (e.g. Language castes – slang, argot)

Categories of simplified communication:

externality – superficiality, inwardness – taciturnity,
simplification – impoverishment, openness - relativity

Validity and facticity in social discourse

Political metaphor

Symbolical designation with transfer of meaning – often used in ideological texts

It is economical (simplification), it is external and relative (bigger freedom of interpretation of meaning than non metaphorical statement)

Karaulov, N.J. Political Metaphor, Helsinki, 1991

Method of research of presence of metaphor in the political text. Understanding their sense in context of ideological conception and critical revealing of ideological distortion of reality with help of hermeneutic interpretation their functioning for achievement of ideological manipulation of sense.

Validity and facticity in totalitarian system

- Democratic social system allows competition of political products – commercialization of politics – political marketing
 - Discourse is communication – discussion – with internal contradictions
- Totalitarian system does not allow competition of political products – one (total) coherent ideology
 - Discourse is one-way propaganda – without contradictions

Propaganda

Political Marketing

Propaganda

- Persuasion
- Influence on customer of political product

Propaganda

Persuasion

- (Lat. Persuasio) we should understand as persuasion, conviction, inducement. Verb persuadere, -ere means **convict, persuade, induce, seduce or move somebody**.
- World formation base is (suadere, -ere) means advise, recommend, propose, suggest someone something.
- This world base is related to the world **Suadela** too, which is, according to ancient mythology, eloquent goddess of persuasion, called in Greek Peitho (Grác, 1985)
- Grác, J.: Persuázia – ovplyvňovanie človeka človekom. Matrin: Osveta,1985

Spin doctor

someone whose job is to make ideas, events, etc. seem better than they really are, especially in politics

American comedy WAG THE DOGS
spin doctoring



Conspiracy Theory



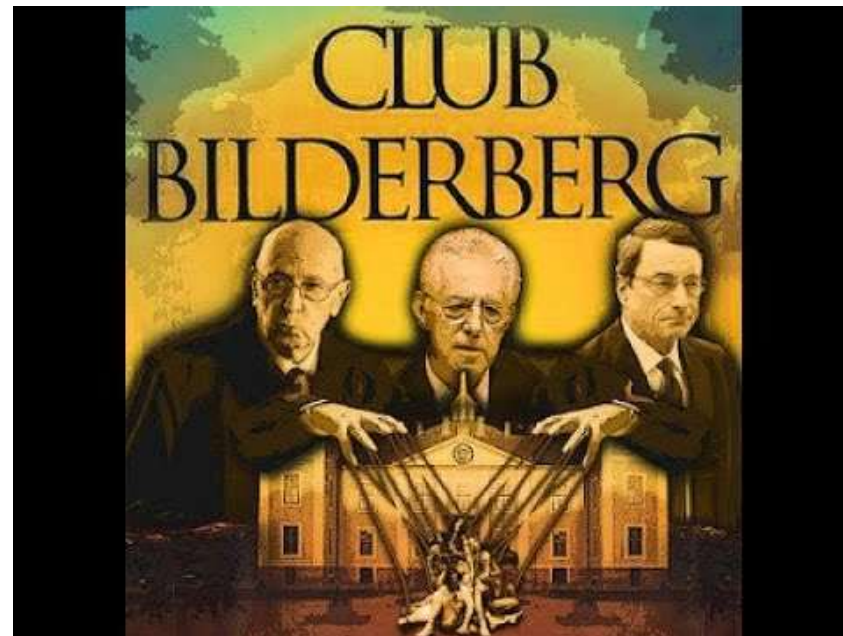
- explanatory or speculative hypothesis suggesting that two or more persons, or an organization, have conspired to cause or cover up, through secret planning and deliberate action, an event or situation typically regarded as illegal or harmful.
- Hidden idea, hidden forces – mass manipulation

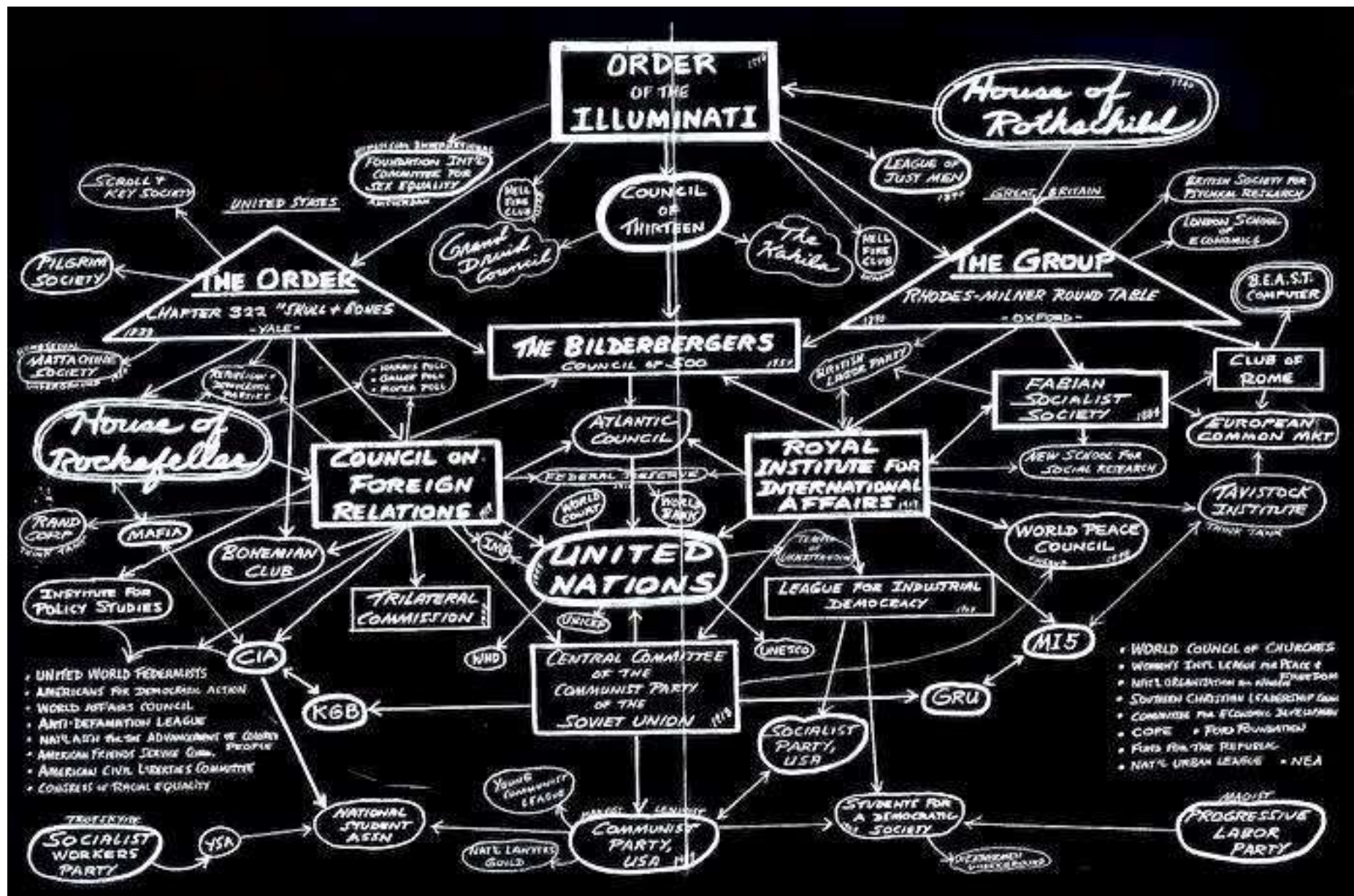
Conspiracy Theory

- Rosenthals Effect – self-fulfilling prophecy
- I believe in „world order“ and this order becomes for me „real“ (influence of perception and behavior)
- Theory of selective perception
- Validation of information by itself



Bilderberg

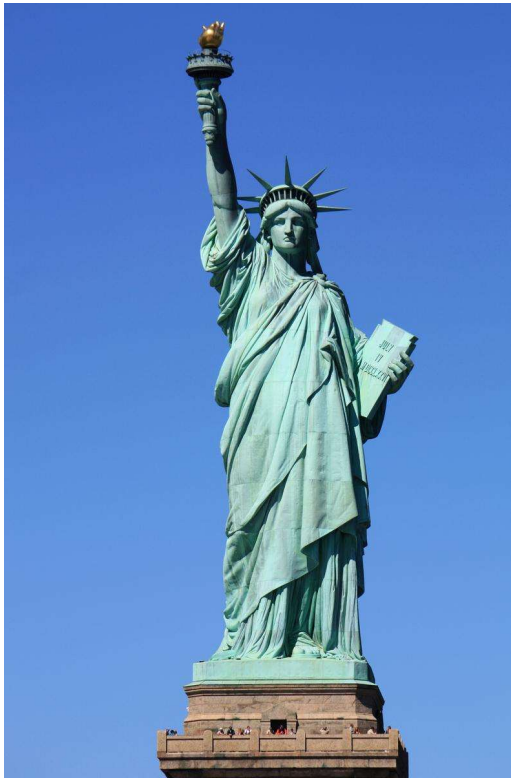




Political symbols



Statue



The best IDOL has no picture or statue

毛泽东



Mao Zedong

Political narrative

The most important aspect of any political campaign is the narrative.

- **the story** behind a candidate – their history, their beliefs, their personality and all of the traits and characteristics that make them worth voting for.

Barack Obama's narrative, on the other hand, was that of a **political outsider whose fresh approach** and focus on creating real change would transform politics.



belief in fairy tales

BIG NARRATION

Political narrative



American Dream



Revolution



Commoner

BIG STORIES



Savior



Martyr

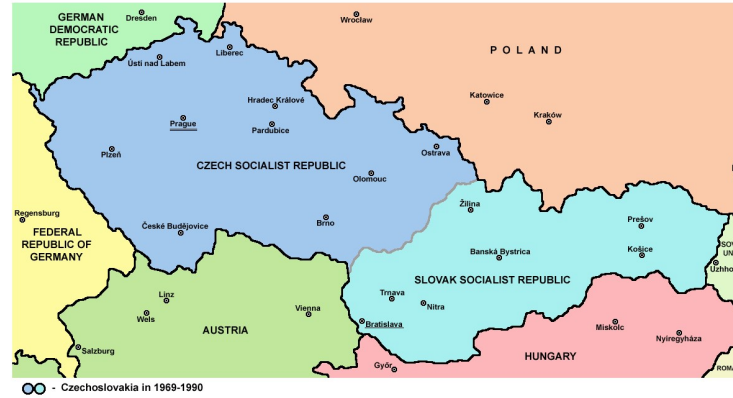


Hero

Text Analysis

Political Marketing

ČSSR



Political metaphor.

Conclusions of XXVII. congress KSČ, 1987

Address of general secretary ÚV KSČ

s. Gustáv Husák

Use of metaphorical means in the phrases



Software of the Text analysis : ČNK: Dictionary of communist totality

The screenshot shows the Bonito software interface. The main window displays a text analysis of a document. The search query is "dělník". The results are listed in a table format, showing the word "dělník" followed by its context in the original text. The interface includes a menu bar (Manažer, Korpus, Dotaz, Konkordance, Zobrazení, Výběr, Nápověda), a search bar, and a status bar at the bottom showing the number of occurrences (665) and the current page (1).

Nový dotaz | jméno: | totalita

soudruh profesor . " Nejde nakonec jen o známku , ale o to , aby mladý nadaný , až mu hlas přeskakuje . Na Dimitrovovo vítězství v roce 1933 vzpomněl naši krásné vlasti . Drancovali nejlepší lesní porosty , při čemž lesní osudu plánu nerozhodují jednotlivé rekordy . Jde o to , aby každý mladý pyšně : - Vidíte , naše Květa byla až v Číně ! Kdypak by si tohle mohl Bratislavy , který uzavřel s OKD pracovní smlouvu na tři roky . Bývalý Francie po míru . Masové stávky jsou jasným důkazem , jak si francouzský vlastenců , kteří tam byli věznění v žalářích a ve sklepeních kostelů . Bývalý oslavě Svátku práce . Soudružka Jarmila Bartoňová , rozpisářka Husinecká , dosoustružníků , laureátů Stalinovy ceny Sergeje Bušujeva a Pavla Bykova . Známý výkupu jde nám především o to , aby plnomocník nebo výkupní pracovník , pracovníků v březnu t . r . , nebo soudruh Bohumil Vaculík , nejlepší skladištní návštěvníkovi , který mezitím přišel , že se mu hned bude věnovat . Tento bývalý výboru . Rukou vrahů padl předseda MNV , řídicí učitel Tomáš Kuchtík , lesní předseda MNV , řídicí učitel Tomáš Kuchtík , lesní dělník Josef Roupec a kanceláře a pod . Poměr k státní disciplíně se projevuje v tom , jak se , a k tomu je třeba mnoho znát a mnoho vědět . O co víc musí znát dnes sprostou vraždou . 2 . července tedy byl Gregorio Raimundo López , španělský ošetřovatelky atd . Mezi dosud přihlášenými posluchači je 17letý učen i 50letý konalo v podniku , jehož ředitelem je Li Čon Juk . Na shromáždění promluvil

dělník nezklamal naděje , které do něj skládá závod , aby se stal po roce studia
dělník soudruh V. Houška . Vyprávěl shromážděným pracujícím , jak příklad Jiřího
dělník byl nemilosrdně vykořisťován . Velkostatkáři v nížinách podél řek mýtili
dělník plnil plán rovnoměrně každý den . Výbor nemůže ovšem mít podrobný přehled
dělník pomyslit . . . Ten obrázek je věru nezapomenutelný . Tkadleny přivedly
dělník přidružené výroby Čs. stavebních závodů v Bratislavě B. Veselovský , který
dělník nyní ještě více uvědomuje , že jeho vlast se má stát kolonií amerických
dělník seulské vozovny městské elektrické dopravy So Ben Jen , jenž uprchl ze
dělník planografie soudruh Kovařík a konstruktér soudruh Perník šli o letošním
dělník - novátor , soustružník Stalinova automobilového závodu S. Bušujev mluvil
dělník ve skladu nebo administrativní pracovník v kanceláři pracoval uvědoměle
dělník v Gottwaldovském kraji , a řada předních pracovníků ve všech okresech
dělník , který z vlastní píce vystudoval průmyslovku , bojoval mezi partyzány
dělník Josef Roupec a dělník Bohumír Netolička . Předseda akčního výboru Národní
dělník Bohumír Netolička . Předseda akčního výboru Národní fronty v Babicích
dělník řídí pokyny svého mistra , jak funkcionáři lidové správy využívají podněty
dělník v socialistickém závodě , když se podílí na vedení závodu , když chce
dělník , bojovník , zocelený ve válce španělského lidu za svobodu v letech 1936
dělník . Dokonce zasednou ve školní lavici společně otec i syn . Večerní vyučování
dělník Pak Chun Ju , který řekl , že agresori chtějí zničit všechny materiální

Počet výskytů: 665
> Query : "dělník"

Zobrazeno: 1+50/665 (7%) Řádek: 1

F. Čermák a kol, 2010

Text reproduction of ideology

Politic metaphor.

Conclusions of XXVII. congress KSČ, 1987

Area of metaphor: **militarism**

Match – peacemaking action, revolutionary action

Front – ideological area, social, propagandistic, journalistic, cultural, educational, artistically, work area

Text reproduction of ideology

Politic metaphor.

Conclusion of XXVII. congress KSČ, 1987

Area of metaphor: **militarism**

Mobilization – force for overcome the shortcomings, the use of reserves, getting people

Faith-ideological action, communist party action

Text reproduction of ideology

Political metaphor.

Conclusion of XXVII. Congress of KSČ, 1987

Area of metaphors: **gardening**

- **Roots** –social conventions, sources of deformation in society
- **Root out** – eradicate deformation
- ***thicket of regulations***

Text reproduction of ideology

Political metaphor

Conclusions of XXVII. congress KSČ, 1987

Area of metaphors: **theatre**

Play role – perform the function, in society, in perestrojka (more active role)

Overture – beginning of working of ideological system

Text reproduction of ideology

Political metaphor.

Conclusions of XXVII. congress KSČ, 1987

Next areas of metaphor: **movement (steps, stalling, barriers..)**
instruments (tools,..) , mechanism

Symbols in time

- Development of picture of Czechoslovakia history in politics symbols 50-80's

keyword
„padesátá léta v ČSR“
(fifties in CS)
– Google 7.1.2016



keyword
„šedesátá léta v ČSR“
(sixties in CS)
– Google 7.1.2016



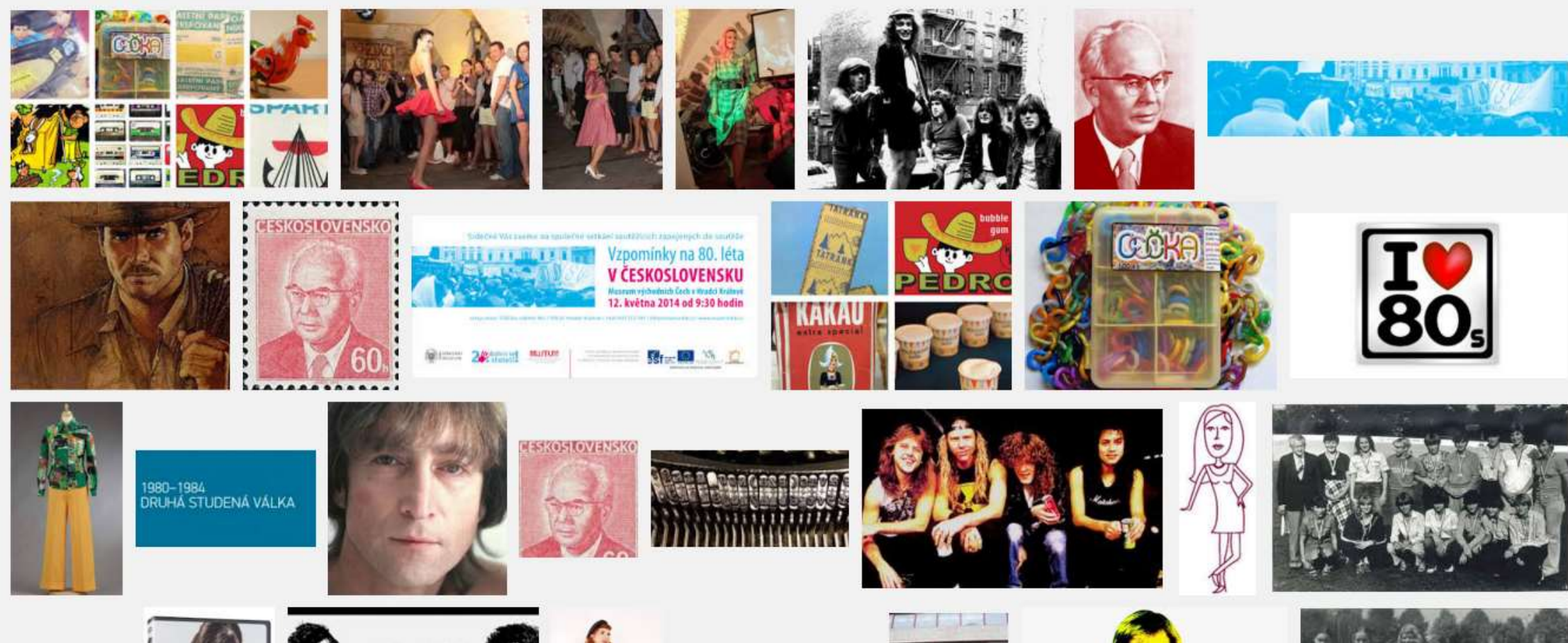
KEYWORD
„sedmdesátá léta v ČSR“
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KEYWORD

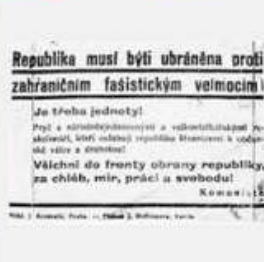
„osmdesátá léta v ČSR“ (eighties
in CS)

– Google 7.1.2016



KEYWORD „KSČ“ (COMMUNIST
PARTY OF CS)

– Google 14.12.2015



«Люди всегда были и всегда будут глупенькими жертвами обмана и самообмана в политике, пока они не научатся за любыми нравственными, религиозными, политическими, социальными фразами, заявлениями, обещаниями разыскивать интересы тех или иных классов» (В.И.Ленин. Полн. собр. соч. т. 23, с.40–48.

Thanks for attention

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