Election Posters Around the Globe
Election Posters Around the Globe

Political Campaigning in the Public Space
### Contents

**Posters: From Announcements to Campaign Instruments** ........................................... 1  
Christina Holtz-Bacha and Bengt Johansson

**Theoretical Perspectives on Visual Political Communication Through Election Posters** .................................................. 13  
Stephanie Geise

**Methodological Approaches to the Analysis of Visual Political Communication Through Election Posters** ........................................... 33  
Stephanie Geise and Orla Vigsø

**Australian Election Posters** ................................................................. 53  
Rodney Smith

**Advertising Concepts in Posters of the Main Chilean Political Campaigns (1989–2013): The Same Ideas with Different Words** ........................................... 77  
Rodrigo Uribe, Paula Walker, and Marcos Chilet

**Themes, Styles, and Tendencies of the European Political Poster. Analysis of the 2009 and 2014 European Election Campaigns** ........................................... 91  
Edoardo Novelli

**Election Posters in Finland: Cueing Emotions with Visual Imagery** ........................................... 115  
Tom Carlson

**French Electoral Poster Campaigns in the Twenty-First Century** ........................................... 139  
Delia Dumitrescu

**Indispensable and Very Much Alive: Posters in German Election Campaigns** ........................................... 159  
Christina Holtz-Bacha and Eva-Maria Lessinger

**Symbols, Slogans, and Charisma: Political Posters in India’s 2014 National Election** ........................................... 187  
Lars Willnat, Roshni Verghese, and Rashad Mammadov
Under the Banner of Democracy: Political Expression in Malaysia’s 13th General Election .......................................................... 211
Mustafa K. Anuar

Electoral Posters in Mexico: From Monochromatic Iconography to Multicolor Saturation ......................................................... 239
Julio Juárez-Gámiz

Election Posters in Poland: From Amateurish Leaflets to Professional Billboards ................................................................. 259
Bogusława Dobek-Ostrowska

Election Campaign Posters: The Case of South Africa ..................... 279
Lynnette M. Fourie

Election Posters in Spain: An Old Genre Surviving New Media? ........ 299
Roberto Rodríguez-Andrés and María José Canel

From Propaganda to Image Building: Four Phases of Swedish Election Poster History ....................................................... 319
Nicklas Håkansson, Bengt Johansson, and Orla Vigsø

Framing Politics: The Enduring Appeal of the Poster in British General Election Campaigns .................................................... 339
Chris Burgess and Dominic Wring

Election Posters in the United States After World War II .................. 361
Steven A. Seidman

Election Posters Around the Globe: Conclusions ............................. 387
Bengt Johansson and Christina Holtz-Bacha
About the Authors

**Mustafa Kamal Anuar** is a Fellow and Head of the Nusantara Studies Section in Penang Institute in Malaysia. An academic in communication studies for more than 30 years in a Malaysian public university prior to this appointment, his research concerns include political economy of media, media representation, culture, and human rights. He was recipient of the British High Commissioner’s Chevening Award and of Nippon Foundation Fellowships for Asian Public Intellectuals.

**Chris Burgess** is Curator at the People’s History Museum, Manchester. He has curated a number of exhibitions exploring British politics including *Picturing Politics: The British Election Poster* (2011–2012) and *Election: Britain Votes* (2015). His Ph.D., undertaken at the University of Nottingham, focused on British election posters of the twentieth century. Chris has published on British posters, the history of social history in museums, and the role of design in political communication.

**Maria José Canel** is Professor in Political Communication at the University Complutense of Madrid (Spain). She has published nationally and internationally on political communication and more specifically on government and public sector communication and related matters. Among her most recent publications are Government Communication: Cases and challenges (Bloomsbury, 2013, coedited with K. Sanders) and Comparing Political Communication Across Time and Space (Palgrave Macmillan, 2014, coedited with K. Voltmer).

**Tom Carlson** is an Associate Professor at the Department of Political Science, Åbo Akademi University, Finland. His primary areas of research focus on political communication, in particular political advertising and Internet campaigning. He has published in international journals such as European Journal of Communication, Journal of Information Technology & Politics, Journal of Political Marketing, and The Harvard International Journal of Press/Politics.

**Marcos Chilet** is an Advisor to the Chilean Government in the areas of Political Communication and Strategic Design. He has been Lecturer of Design at the Pontifical Catholic University of Chile. He has a Master’s Degree in Media
Interaction and Critical Theory from Goldsmiths College, University of London, where he explored the value of “prototypes” in the field of political innovation. Some of his recent publications are Design Thinking and Political Innovation and the essay Virtual City, Real City, Conflict and Emergence of a New Urban Environment, both published in the academic journal “Diseña” from the School of Design, Pontifical Catholic University of Chile.

**Bogusława Dobek-Ostrowska** is Professor of Political Science and Communication at the University of Wrocław, Poland. Her research interests are political communication, media systems, and journalistic culture. Among her most recent publications are *Italinization (or Mediterraneaization) of the Polish Media System? Realty and Perspectives* (Cambridge University Press 2012); *Political Communication in the Era of New Technologies* (with Jan Garlicki) (Peter Lang Edition 2013); and *Journalism in Change. Journalistic Culture in Poland, Russia and Sweden* (with Gunnar Nygren) (Peter Lang Edition 2015). She is editor of the *Central European Journal of Communication*.

**Delia Dumitrescu** is a Postdoctoral Fellow at the Multidisciplinary Opinion and Democracy Research Group and the Department of Political Science of the University of Gothenburg. Her research interests are in the influence of nonverbal communication and emotions in politics. Among her latest publications are “Candidate Confidence and Electoral Appeal: An Experimental Study of the Effect of Nonverbal Confidence on Voter Evaluation” (with E. Gidengil and D. Stolle, in Political Science Research and Methods, 2015) and “Anxiety and Vote Decision Making in Winner-Take-All Elections” (with A. Blais, in Canadian Journal of Political Science, 2014).

**Lynnette Fourie** is Professor in Communication at the School of Communication Studies, North-West University (Potchefstroom Campus), Potchefstroom, South Africa. Her research interests include development and political communication, particularly electoral communication. Among her latest publications are Political radio and television advertising in a young democracy: The case of the South African 2009 National Election Campaign. *Journal of Public Affairs* (2013); The 2011 local government elections campaigns in the Tlokwe Municipality North West Province: Enhancing participatory governance? *Communitas* (2011).

**Stephanie Geise** is Assistant Professor at the University of Erfurt. She holds a diploma in economics and a master’s in communication science, sociology, and art history. She finished her dissertation “Vision that matters” on media effects of visual communication through the example of election posters in 2010 at the University of Hohenheim. In 2012, Geise was honored with the DGPuK Dissertation Award, a distinction granted by the German Communication Association for the best Ph.D. thesis presented over the past 2 years. She has been chair of the
Visual Communication Division of the DGPhK from 2011 to 2015. Among her most recent publications is the textbook “Grundlagen der Visuellen Kommunikation,” Konstanz: UTB (together with M.G. Mueller).

Nicklas Håkansson, Ph.D. in Political Science, is Associate Professor of Media and Communication at the University of Gothenburg. His research relates to political communication, in particular election campaigns, mediated political discourse, and political journalism. Among his recent international publications are “Promising ever more: An empirical account of Swedish parties’ pledge-making during 20 years” (with E. Naurin) in Party Politics 22(3), 2016, and “Democratic demands on the media” (with E. Mayerhöffer) in B. Pfetsch, ed. Political Communication Cultures in Europe, Palgrave, 2014.

Christina Holtz-Bacha is Professor of Communication at Friedrich-Alexander Universität Erlangen-Nürnberg, Germany. Her research interests are political communication and electoral advertising, in particular media systems and media policy. Among her most recent publications are Die Massenmedien im Wahlkampf. Die Bundestagswahl 2013. Springer VS 2015; Opinion polls and the media. Reflecting and shaping public opinion (with J. Strömbäck) Palgrave Macmillan 2012.

Bengt Johansson is Professor in Journalism and Mass Communication at the Department of Journalism, Media and Communication, University of Gothenburg. His research is mainly focused on different aspects of political communication, where political advertising is one of the key areas of his interest. Among his latest publications are “Negativity in the Public Space: Comparing 100 years of Election Posters in Sweden” in Voltmer, K. & Canel, M. J. (Eds.) Political Communication Across Time and Space. Palgrave Macmillan 2014; “Through the Party Lens: How Citizens Evaluate TV Electoral Spots” (with C. Holtz-Bacha), Journal of Political Marketing (2014).

Julio Juárez-Gámiz is a full-time Research Associate at the Centro de Investigaciones Interdisciplinarias en Ciencias y Humanidades (CEIICH) of the Universidad Nacional Autónoma de México (UNAM). He is a member of the National System of Researchers in Mexico. He holds a BA in Psychology from UNAM and an MA and Ph.D. in political communication from the University of Sheffield in England.

Eva-Maria Lessinger is Assistant Professor at the Department of Mass Communication Studies at the Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany. Her research interests are mainly focused on political communication and electoral advertising, in particular visual communication and popular journalism. Among her latest publications is “Wahlplakate treffen jeden: Die Plakatkampagnen der Parteien im Bundestagswahlkampf 2013” (with C. Holtz-Bacha & W. Cornel) in Holtz-Bacha, C. (Ed.) Die Massenmedien im Wahlkampf. Die Bundestagswahl 2013. Springer VS 2015.

rrodrigueza@comillas.edu
Rashad Mammadov is a Doctoral Student at the Indiana University Media School. His research focuses on the role of mediated visuals in politics and the implementation of theoretical media norms in countries with developing democracies. His recent publication in *Visual Communication Quarterly* analyzed the image of the USA in satirical Russian magazines.

Edorardo Novelli is Professor of Political Communication and Media Sociology at the University of Rome Roma Tre. His research interests focus on the evolution of political communication, history of propaganda, electoral campaigns, and the relationship between politics, media, and images. Among his latest publications are Sixty years of political talk shows on RAI: From educating viewers to party-democracy, to entertaining them with social television, *Journal of Italian Cinema & Media Studies*, vol. 3., issues 1–2, 2015, Intellect, Bristol, pp. 99–116; “Political Advertising in the 2014 European Parliament Election,” Palgrave (with C. Holtz-Bacha and K. Rafter) Palgrave Macmillan 2016, forthcoming. He has the responsibility of the digital Archive of Italian Political Commercials: www.archivispotpolitici.it.

Roberto Rodriguez-Andrés is Associate Professor at the Pontificia Comillas University and Navarra University. He is also partner at the public affairs firm MAS Consulting Group. He has been Deputy Director of the Communications Department at the Ministry of Education and the Ministry of Health of Spain. Researcher on political communications and electoral campaigns, he has written various books and articles on these subjects.

Steven A. Seidman is Professor Emeritus of Communication Management and Design in the Department of Strategic Communication, Ithaca College, USA. His main research interests are political communication and visual design. He now teaches an online course on political campaign imagery. Among his many publications are “U.S. Presidential Campaign Slogans: In Other Words...,” *Phi Kappa Phi Forum* 2013; *Poster, Propaganda, and Persuasion in Election Campaigns Around the World and Through History*, Peter Lang 2008.

Rodney Smith is Professor of Australian Politics at the Department of Government and International Relations, University of Sydney. Among other things, he researches Australian elections and political parties. His most recent books include *Contemporary Australian Political Party Organisations*, Monash University Press, 2015 (coedited with Narelle Miragliotta and Anika Guaja) and *Contemporary Politics in Australia*, Cambridge University Press, 2012 (coedited with Ariadne Vromen and Ian Cook).

Rodrigo Uribe is Associate Professor of Marketing Communications at the Business School of Universidad de Chile. He has an MA in Political Communication and a Ph.D. in Mass Communication (Sheffield University, UK). He has been director of market research project at Millward Brown, consultant of several private

Roshni Vergheste is a Doctoral Student at the Indiana University Media School. Her research interests include globalization, gender studies, South Asian communities, visual communication, and popular culture. She has recently coauthored a book chapter titled “Social Media and Political Participation in India,” which was published in Social Media, Culture and Politics in Asia, Peter Lang 2014. While pursuing her Master’s degree at IU, Vergheste worked as a reporter and radio anchor for the local NPR affiliate, WFIU.

Orla Vigsø is Professor in Media and Communication Studies. Before that, he was Associate Professor in Scandinavian Languages and Professor in Rhetoric. His main research interests lie within the relations between texts, contexts, and interpretation within political communication, visual communication, and crisis communication. He studied at Aarhus University in Denmark before moving to Sweden and writing a thesis on the election posters of the 2002 general election. His latest publications are Krisekommunikation (an introduction in Danish), Politik i det offentliga rummet (on 100 years of Swedish election posters, with Bengt Johansson and Nicklas Hákansson), and The Dynamics of Sensemaking and Information Seeking in a Crisis Situation (in Nordicom Review, with Tomas Odén).

Paula Walker is a Chilean Journalist Specialist in Strategic Communication and PR. After working as communication officer at UNICEF and for the Ministry of Social Development, she was appointed as head of press of the Chilean President Michelle Bachelet (2011–2014). Then, she was principal advisor of the Director of UN-Women in the origin of this organization. In 2013, she was part of the strategic committee and head of press of the presidential campaign of Michelle Bachelet. In 2014, she assumed as Director of Communications of the Chilean Government and in 2015 as presidential advisor.

Lars Willnat is Professor in the School of Journalism at Indiana University. His research interests include media effects on political attitudes, theoretical aspects of public opinion formation, international communication, and political communication in Asia. Among his latest publications are Social Media, Culture and Politics in Asia (with A. Aw), Peter Lang 2014; The Global Journalist in the 21st Century (with D. Weaver), Routledge 2012; and Political Communication in Asia (with A. Aw), Routledge 2009.
Dominic Wring is Professor of Political Communication at Loughborough University Communication Research Centre, UK. His research interests are in historical as well as contemporary political communication, and he recently codirected the Loughborough team’s latest audit assessing news coverage of a national campaign during the 2015 British General Election. Recent publications include (with S. Ward) “Exit Velocity: The Media Campaign during the 2015 UK General Election,” Parliamentary Affairs, 2015, and (with E. Harmer) “Julie and the Cyermums: Marketing and Women Voters in the 2010 General Election,” Journal of Political Marketing, 2013.
Election Posters in Spain: An Old Genre Surviving New Media?

Roberto Rodríguez-Andrés and María José Canel

Abstract

Ever since the first free democratic elections of the post-Franco era were held in Spain in 1977, election posters have been one of the main communication tools in Spanish electoral campaigns. It was not until 1993 that they had to compete with election debates. And because Spanish legislation prohibits political advertising on television, election posters compensate for the inability of parties to buy space on television channels. Election posters and billboards have played a relevant part in candidates’ strategies for increasing their visibility to voters, and they have retained their relevance despite the advent of new media.

This chapter starts out with an overview of the history of and political and legal framework for election posters in Spain. It then examines the significance of posters in the national campaign culture. To this end, it analyzes—paying special attention to the advent of new media as it does so—how the relevance of posters has evolved during and since the Democratic Transition. Finally, the chapter deploys a qualitative content analysis of election posters published between 1975 and 2011 to describe the main content features of Spanish election posters. Overall, the chapter provides an assessment of the role played by election posters and billboards in election campaigning in Spain.

R. Rodríguez-Andrés (✉)
Department of International Relations, Universidad Pontificia Comillas, Universidad de Comillas, 1/5/1900, 28049 Madrid, Spain
e-mail: rrodrigueza@comillas.edu

M.J. Canel
Department CAPVII, Universidad Complutense Madrid, Avenida Complutense, S/N, 28040 Madrid, Spain
e-mail: mjcanel@ucm.es

© Springer International Publishing AG 2017
C. Holtz-Bacha, B. Johansson (eds.), Election Posters Around the Globe, DOI 10.1007/978-3-319-32498-2_15

rrodrigueza@comillas.edu