

REPORT

**THE COMMUNICATION OF POLITICAL PARTIES IN SPAIN AFTER
BIPARTISANSHIP****Eva Aladro Vico and Paula Requeijo Rey (Coords.)
Pearson Publishing House, Madrid, 2018****Graciela Padilla Castillo**¹: Complutense University of Madrid. Spain.
gracielp@ucm.es

This book analyzes the communication of the main Spanish political parties after the end of the bipartisanship, focusing on the two new organizations but also paying attention to the classic parties, which “have seen changes in their strategy and form and way of communicating”. (Prologue of the coordinators). Professors and researchers from the Complutense University of Madrid and the University of Seville analyze the communication of the great national parties in the new scenario: from the leading role that infotainment has taken on, to the switchboard of social networks through the staging in the televised electoral debates or the representation of the political woman.

Paula Requeijo and Dimitrina Jivkova study Iglesias and Rivera in the infotainment programs in the months before 20D of 2015. They delve into the term of Americanization and analyze the intervention of the two leaders in five television spaces, according to their stylistic role, humanization and storytelling. Professor Felicísimo Valbuena de la Fuente studies the four debates of the general elections in Spain (2015 and 2016) from a rhetorical and communicative point of view of Aristotle, according to the Gnoseology or the Theory of science, Gustavo Bueno.

In the fourth chapter, Graciela Padilla explores the role of new technologies and social media in the electoral campaigns in 2015 and 2016. She focuses on Twitter, Facebook and Instagram and applies the most important key concepts of the television campaign speech (Valbuena y Padilla, 2014) in real examples of social media, in the electoral campaigns in 2015 and 2016. Afterwards, Eva Aladro Vico explains the myths and the symbols of the political parties. As pointed out, in the most archaic political forms, myth and spirituality appeared linked to them. But, little by little, “this hybridization will generate the institutionalized structures of myths in hierarchical organizations, that is, in religions and theocratic political forms” (p. 100).

Blanca Sánchez Gutiérrez, Antonio Pineda Cachero and Elena Bellido Pérez, from the University of Seville, explore the representation of politician women in the era of the “new politics”. They understand this new policy as “the art of building a common desire for social change” (p. 119), with proposals from various parties: visualize the feminist and LGTBIQ movement, regulate surrogate pregnancy, reconsider the parity

¹**Graciela Padilla Castillo**: Complutense University of Madrid. Spain.

quotas, study the protests resulting from judicial decisions considered retrograde and unjust (Juana Rivas case, La Manada case), etc.

Héctor Fouce Rodríguez studies cultural wars and political identities in the new discourses of the new parties. He starts from the 15M to take Gusfield's definition (1981) of public problem: "some actors manage to show certain issues as contrary to the public interest or as a threat to the status quo, and demand changes and solutions, often appealing to the intervention of the public powers" (p. 156). After that, Guillermo Fernández Vázquez thinks of discourse as a glue of already constituted social interests, or as a hotbed of political identities. He studies the exchange of tweets and the essential points of the controversy between "Pabloism" and "Errejonismo" (p. 180).

The eighth and final chapter is by Israel Márquez and examines Spanish politics in the remix culture. He defines it according to Manovic, Lessig, Fabbri and Navas et al., as a term that comes from hip hop and "refers to an alternative mix of an original song by incorporating new rhythms, voices and / or sound effects in order to generate a new work that retains some features of the original song but that is different from it in several aspects" (p. 206).

Eva Aladro is Professor of Information Theory at the Complutense University of Madrid since 1996. She has published numerous articles and, among others, the books *Theory of Information and Effective Communication* (Madrid, Fragua, 1998), *Communication and Feedback* (Madrid, Fragua, 2004), *Determinant Information* (Madrid, Tecnos, 2009), and *The Ten Laws of Information Theory* (Madrid, Síntesis, 2015).

Paula Requeijo is Associate Professor at the Complutense University of Madrid. PhD in Information Theory (2012), Master of National Radio of Spain and UCM (2007) and a degree in Journalism (2006). He completed his postdoctoral training at the University of California thanks to assistance from the Ministry of Education, obtained in competitive call. He has worked as a journalist at Radio 3, Radio National of Spain between October 2007 and October 2009. She is the author and coauthor of more than twenty book chapters and academic articles published in national and international journals.

Graciela Padilla Castillo.
Universidad Complutense de Madrid