

Section 5 – Comunicazione Politica

Chairs: Giuliano Bobba, Claudia Padovani

Panel 5.1 Collapse. Interrelated political agenda between mainstream and digital media

The abundance of communication typical of the current media ecosystem stems from the transformations introduced by the internet and social media, as regards the production, distribution and consumption of information, and by the interconnections between mass media logic and networked media logic. Thus, contemporary political communication has been facing today a context characterized by the association of a high choice media environment, with the fragmentation and multiplication of the means of consuming information. In developing simultaneously, these traits produce an effect of centrifugal diversification, making the communicative sphere more “sensitive”.

Hence, the dissonant elements singled out by many scholars in relation to the public sphere do not necessarily lead to the disappearance of a public agenda or to its simply being replaced by an idea of multiplied agendas, fragmented and unconnected with one another. Rather, the transformations of the public sphere by dissonant and more sensitive means than a multiplicity of non-institutionalized actors points to the need to contextualize the idea of public agenda in an information environment shaped by the behavior of political actors as well as media actors and ordinary citizens, which have reciprocal influences on all sets of actors.

The panel aims to explore the public agenda as an interrelated public agenda, the result of the inevitable transformations of the contemporary media ecosystem, highlighting the different forms of interrelation between media convergences and divergences.

The panel aims to discuss academic work based on:

a) case studies about online and offline building of public agenda (transmedia analysis of agendas, hashtag studies, specific communication actions of leaders and parties, meme studies, etc.);

b) research adopting a range of research methods and techniques about media environment (e.g., big-data analysis, opinion polls, visual studies, etc.).

To this end, we welcome papers that focus on analyses that relate the different media spaces (in a direct or indirect way) and different social actors of political communication, particularly from a perspective employing mixed-methods approaches.

Chairs: Sara Bentivegna, Giovanni Boccia Artieri