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Electronic Media and the Restyling of Political Communication

In the age of electronic communication, a new virtual social space is in the making which strengthens the cohesion of competing local communication communities, and in which, therefore, the influence of traditional social and political institutes declines. The new communication situations created by the use of electronic technologies foster greater emotional attachments to these local communication communities which we choose from among the competing communities deliberately without social and political restriction.

Thanks to this change the old hegemony of state-structured and territorially-bound mediated public life is being replaced by networked spaces of communication not tied to territory, and not resembling a single public sphere within a nation-state framework. Thus in the new social space there is a fundamentally new possibility to change the rules of social perception and the conceptualization of the relation between our community and traditional political institutes of state.

This paper argues that the new multi-channel communication situations created by the use of electronic technologies have a significant impact on politicians who address so many different types of people simultaneously. The aim of my essay is to show how the networked spaces of multi-channel electronic communication transform the style and content of political communication and, thus, our expectations and interpretation strategies concerning the political performances.

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