

Die Identitätsrolle in der politischen Kommunikation

Aktuelle Fragen der Kommunikationswissenschaft

Seminar C

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AGENDA

- Video opening – identity and belonging
- Warm-up discussion
- Conceptual introduction
- Group Activity
- Takeaway

What role does identity play in Political Communication?

- Political Communication often involves:
 1. Belonging
 2. Recognition
 3. Group Boundaries
 4. Conflict between Groups



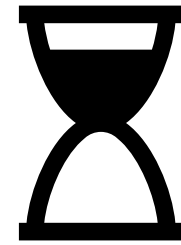
Scene 1: What kind of identity is being tested here?



<https://youtu.be/9If IEAMitQ> START AT: 0:51

Please discuss with your colleague

1. How are identities explored in this scene?
2. What identities are addressed in this scene?
Who are the “Us”? Who are “Them”?
3. Who decides who is “truly American” here?
4. What role does power play in this situation?



5 Minutes

Why isn't it enough to say, "We're American"?



Identity is not fixed



<https://youtu.be/jjkJVwAKUwA?list=RDjjkJVwAKUwA> ; START: 0:15 – END;

Discuss with your colleague

1. Why can major media events (e.g., Super Bowl, Eurovision, World Cup) be places where identity is negotiated?
2. What role do pop culture and celebrities play in this?
3. Can such appearances have political significance?

EUROVISION
SONG CONTEST



Linking both examples

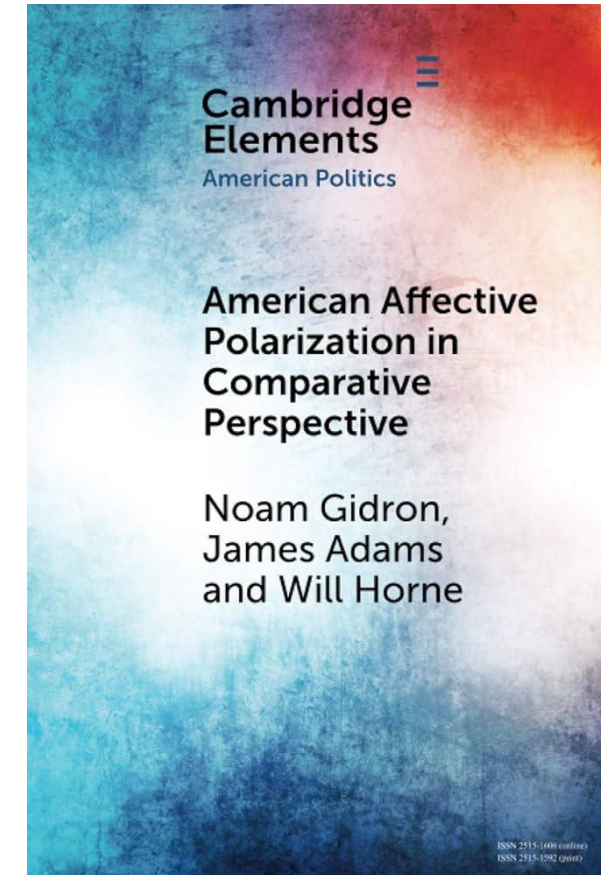
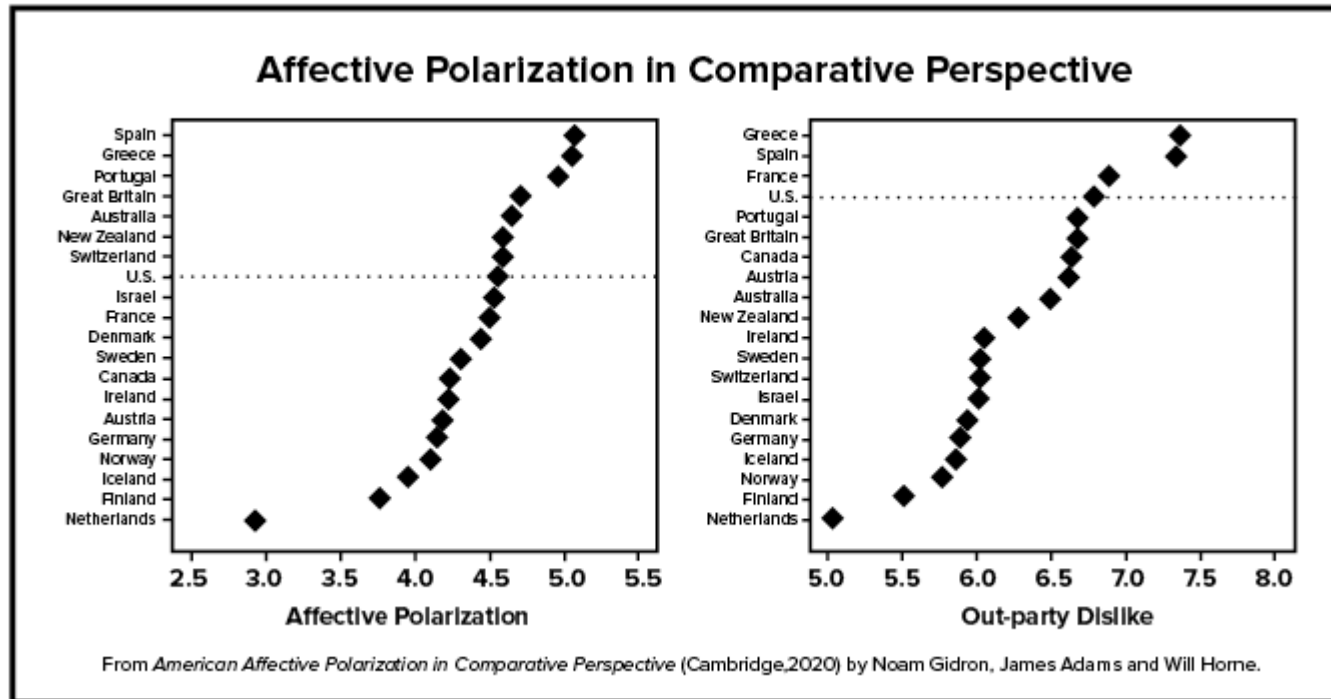


Identity as a Communication Practice

- Identity is not only something people have.
- It is also something people **perform through communication**.
- Examples include: protest slogans, political hashtags and cultural artifacts.
- Communication helps construct collective identities.



Identity and Polarization



Identity and Media Consumption

Table 1 Number of Articles Selected and Time Spent Reading the Articles by Condition

	Study 1			Study 2		
	No prime	National identity prime	Total	No prime	National identity prime	Total
Number of pro-attitudinal articles selected	0.87 (1.06) <i>n</i> = 127	1.29 (1.36) <i>n</i> = 91	1.04 (1.21) <i>n</i> = 218	0.78 (0.99) <i>n</i> = 414	0.81 (1.04) <i>n</i> = 481	0.80 (1.02) <i>n</i> = 895
Time spent reading pro-attitudinal articles	52.41 (68.86) <i>n</i> = 127	67.55 (65.68) <i>n</i> = 91	58.73 (67.81) <i>n</i> = 218	58.23 (73.59) <i>n</i> = 414	54.71 (69.75) <i>n</i> = 481	56.34 (71.53) <i>n</i> = 895
Number of counter-attitudinal articles selected	0.43 (0.77) <i>n</i> = 127	0.67 (0.87) <i>n</i> = 91	0.53 (0.82) <i>n</i> = 218	0.41 (0.75) <i>n</i> = 414	0.46 (0.77) <i>n</i> = 481	0.44 (0.76) <i>n</i> = 895
Time spent reading counter-attitudinal articles	20.78 (37.44) <i>n</i> = 127	35.05 (56.00) <i>n</i> = 91	26.74 (46.52) <i>n</i> = 218	29.38 (54.62) <i>n</i> = 414	32.06 (58.46) <i>n</i> = 481	30.82 (56.53) <i>n</i> = 895
Number of entertainment articles selected	0.27 (0.53) <i>n</i> = 127	0.37 (0.78) <i>n</i> = 91	0.31 (0.65) <i>n</i> = 218	0.35 (0.66) <i>n</i> = 414	0.33 (0.64) <i>n</i> = 481	0.34 (0.65) <i>n</i> = 895
Time spent reading entertainment articles	12.62 (32.79) <i>n</i> = 127	18.76 (41.61) <i>n</i> = 91	15.18 (36.77) <i>n</i> = 218	26.77 (53.16) <i>n</i> = 414	22.16 (46.96) <i>n</i> = 481	24.29 (49.95) <i>n</i> = 895

Note. Cell values denote mean (standard deviation) and cell subsample size.

Wojcieszak, M., & Garrett, R K. (2018). Social identity, selective exposure, and affective polarization: How priming national identity shapes attitudes toward immigrants via news selection. *Human Communication Research*, 44(3), 247–273. <https://doi.org/10.1093/hcr/hqx010>

Discussion

1. Do you think social media increases affective polarization?
2. Why?



Partisan Identity and Social Media Platforms

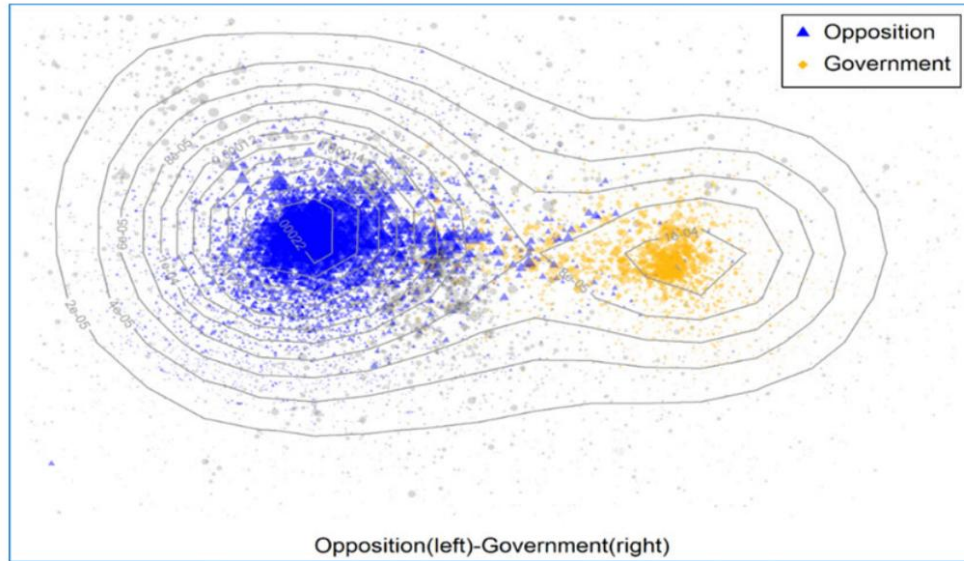


Figure 1 Network of high-activity users in the network #Tarifazo. Blue triangles describe opposition nodes (23,905), gold diamonds describe pro-government nodes (10,133), gray dots describe unaffiliated nodes (19,416). Size of the node reflects the relative authority expressed by the number of times they have been retweeted or in-degree, $\log(\text{in-deg})$. Network layout done using Fruchterman-Reingold algorithm and communities identified by random walk community detection using R and igraph (Csardi and Nepusz, 2006).

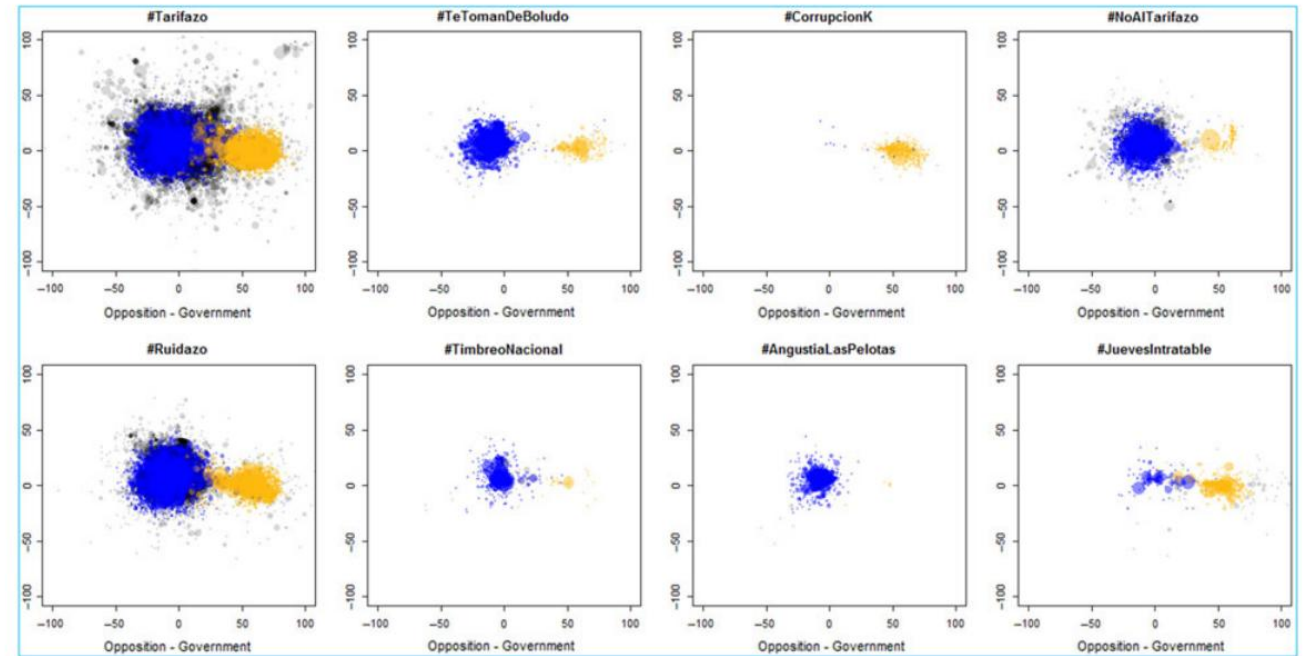
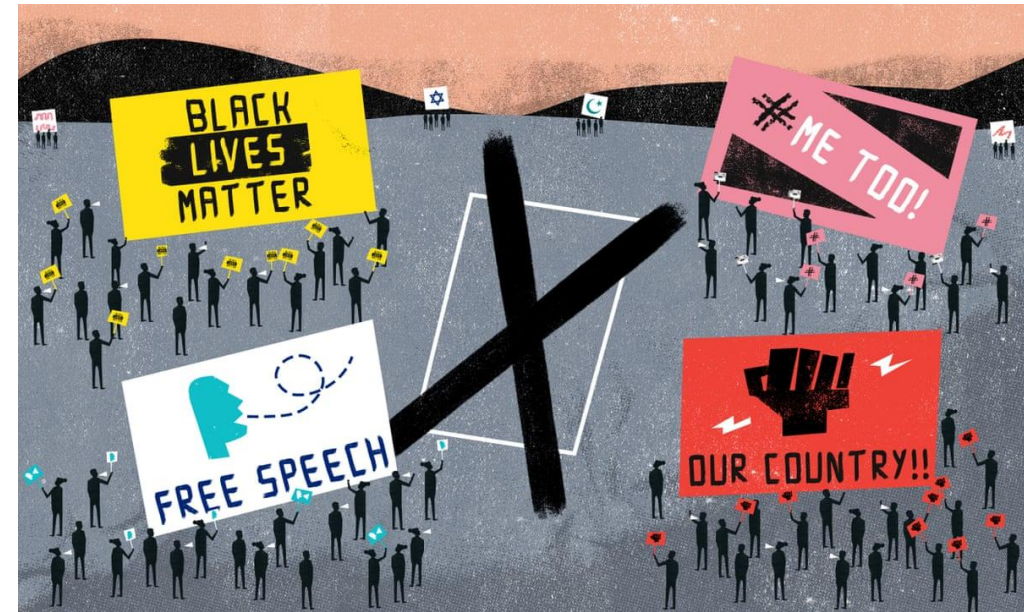


Figure 2 Activation of user accounts by hashtag content in tweets estimated by transferring information from the edges (tweet) to the nodes (user accounts). Network layout done using Fruchterman-Reingold algorithm and communities identified by random walk community detection using R and igraph (Csardi and Nepusz, 2006).

Aruguete, N., & Calvo, E. (2018). Time to #protest: Selective exposure, cascading activation, and framing in social media. *Journal of Communication*, 68(3), 480–502. <https://doi.org/10.1093/joc/jqy007>

Algorithmic Information Environments

- Digital platforms shape political identities. Algorithms may:
 1. Reinforce identity-based communities
 2. Promote emotionally charged content
 3. Amplify group conflict



Identity beyond party politics



- Political identity is not limited to party affiliation.
- Identity conflicts may involve:
 1. Nationality
 2. Religion
 3. Gender
 4. Race
 5. Culture

These identities shape political communication.

An Important Concept: Intersectionality

- Individuals hold multiple identities simultaneously.
- These intersections shape:
 1. Media representation
 2. Political attitudes
 3. Media effects



Central American,
US Citizen,
Puerto Rican,
Latino,
Man



North American,
White
Woman

Connecting to the seminar

- Each session of the paper presentations examines a dimension of the identity turn:
 1. The centrality of identity in political communication
 2. The role of groups in political communication
 3. Identity and affective polarization
 4. Information repertoires and political identities
 5. Intersectional media effects

Group Activity: Understanding the Identity Turn

Each group discusses one dimension of the identity turn.

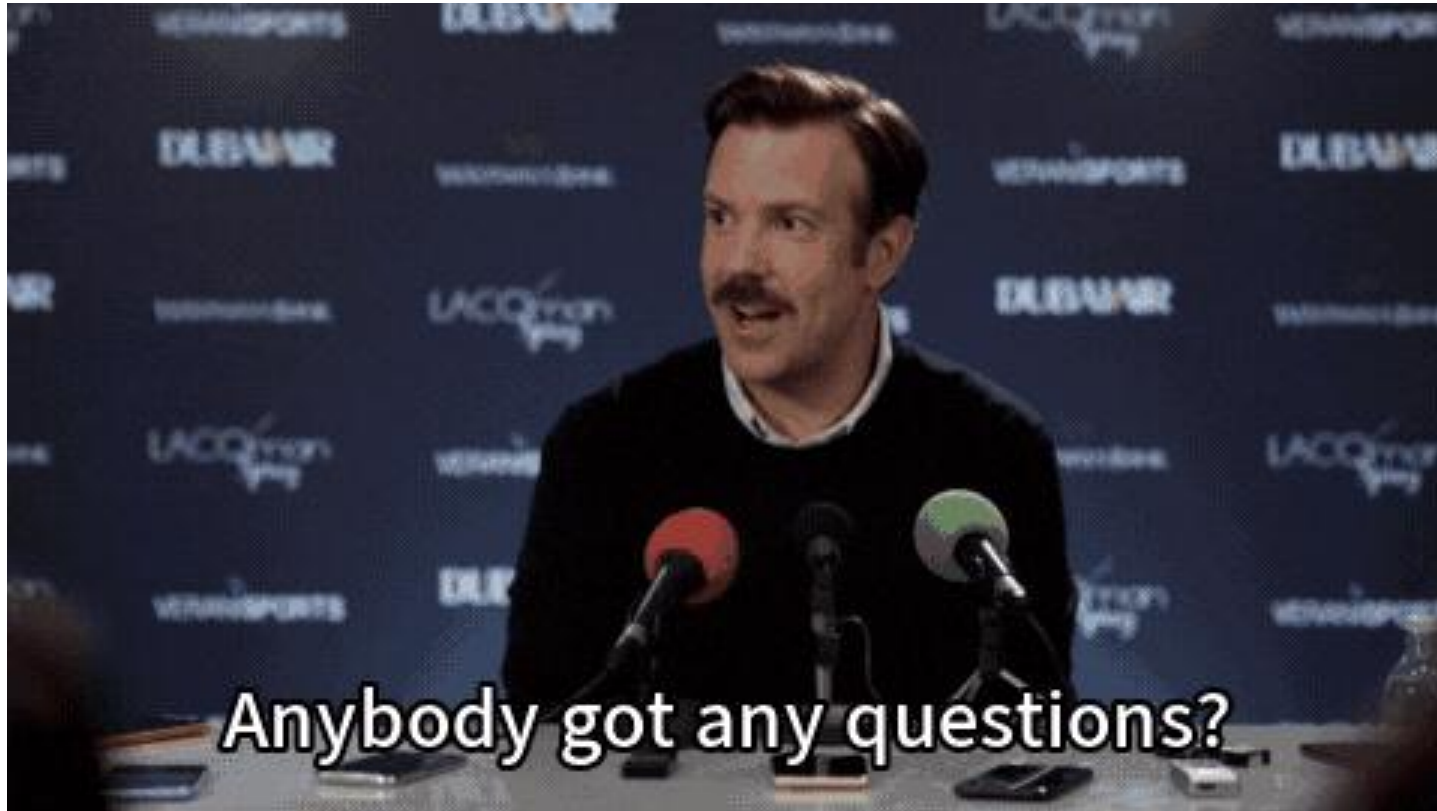
Group	Dimension	Question
Group 1 and 2	Identity and affective polarization	Can you think of examples where political actors use group identities to trigger emotions and group divisions?
Group 3	Information repertoires and political identities	How does identity influence the way people consume news and content in social media?
Group 4 and 5	Intersectional media effects	How intersectionality can be used in the study of media effects as a independent and dependent variable?

Takeaway

- The identity turn suggests that Political communication is fundamentally about:
 1. Belonging
 2. Recognition
 3. Group Boundaries

Identity is not just a demographic variable, but a central analytical framework that can be applied in a series of empirical studies.

FRAGEN?



Sie können mich auch per E-Mail kontaktieren.

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NÄCHSTE SITZUNG - 30.04

Input:

Wie sieht eine gute wissenschaftliche Präsentation aus?