

# POLITICAL CAMPAIGNS

around the globe: selected case studies



Petra Bernhardt | Department of Political Science | University of Vienna  
petrabernhardt.net | petra.bernhardt@univie.ac.at |  @picturingpe

## Campaigning in Austria

Case Study: Austrian Presidential Election (24 April 2016)

- **communicators:** campaign organization;
- **campaign media & content:** mainstream campaign tools (posters, adverts) and online campaigning;
- **mediated campaigns:** selected, filtered, and shaped by journalistic gatekeepers (e.g., interviews, TV debates);
- **discussion:** the presidential elections as a game changer for political campaigning in Austria?

## Campaigning in Austria

Austria's changing political communication environment characterized by

- **modernization and professionalization** of political campaigns;
- **political and media organizations as key players** (personalized campaigns; television as main source of election news);
- slowly but steadily increasing importance of **online campaigning** (websites and social media platforms);

## Austrian Presidential Election

- will be **held on 24 April 2016** with a second round on 22 May 2016;
- **election *ad personam*** (people vote directly for the candidate);
- **six candidates** compete for a six years term in the office (Rudolf Hundstorfer for the *Social Democratic Party*; Andreas Khol for the *Austrian People's Party*; Norbert Hofer for the *Freedom Party*; Alexander Van der Bellen as independent candidate endorsed by *The Greens*; Irmgard Griss as independent candidate; Richard Lugner as independent candidate);

# Presentation of Political Posters



Presidential candidate Alexander Van der Bellen presents the first wave of political posters on 21 March 2016



The Austrian Freedom Party presents the presidential candidate Norbert Hofer and the first wave of political posters on 28 January 2016

## Political Posters

- **well-established medium** with lasting importance for political campaigns in Austria;
- **condensed medium** of visual political communication that allows to **directly communicate messages** in a minimum amount of time (Geise 2016, 1208);
- **solid advertising acceptance**, high contact frequency, can induce agenda-setting, priming, and framing-effects (ibid., 1210);

# Political Posters

"From a cultural or historical communication science perspective, posters are **research sources** revealing not only information on their producers and contractors, but also on their **political, economic, and social production context**. They document the opinions of political players, reveal their programmatic messages, display favorites and contenders, and images they try to convey. Through their communication style - (image) language, visual, and typographical design, color scheme and tonality - they provide an **impression of the inherent political culture** and a sense for the general political tone" (Geise 2016, 1211; emphasis added).



WITH CERTAINTY.  
FOR US.

double-meaning of  
"Sicherheit" =  
security vs. safety



First and second wave of political posters by Rudolf Hundstorfer (Social Democratic Party)



EXPERIENCE  
MAKES STRONG.

First wave of political posters by Andreas Khol (Austrian People's Party)



Standing up for Austria  
"YOUR HOME COUNTRY  
NEEDS YOU NOW"



SHOW COLOURS / FLAG  
truthfulness, freedom,  
patriotism

First wave of political posters by Norbert Hofer (Freedom Party)

UNABHÄNGIG.  
FÜR ÖSTERREICH.  
IRMGARD GRISS

INDEPENDENT.  
FOR AUSTRIA.

GRISS  
20  16

JETZT  
ODER NIE.  
  
24. APRIL



Political poster by independent candidate Irmgard Griss

[www.lugner.at](http://www.lugner.at)



**GEGEN ROT-SCHWARZEN STILLSTAND!**  
**AKTIV UNABHÄNGIG**  
**LUGNER FOR PRESIDENT**

[facebook.com/lugner.richard](https://facebook.com/lugner.richard) [facebook.com/cathylugner](https://facebook.com/cathylugner) [facebook.com/lugnercity.wien](https://facebook.com/lugnercity.wien)  
[www.lugner.at](http://www.lugner.at)

AGAINST STAGNATION (of  
red and black parties)

ACTIVE INDEPENDENT  
LUGNER FOR PRESIDENT

Political poster by independent candidate Richard Lugner



COURAGEOUSLY  
IN THE NEW TIMES

HOME  
NEEDS COHESION.



BELIEVING  
IN AUSTRIA



































WE  
ALL TOGETHER.

First wave of political posters by independent candidate Alexander Van der Bellen (endorsed by *The Greens*)




















Second wave of political posters by independent candidate Alexander Van der Bellen (endorsed by *The Greens*)

# Online Campaigning

 Irmgard Griss	 Norbert Hofer	 Rudolf Hundstorfer	 Andreas Khol	 Richard Lugner	 Alexander Van der Bellen
					
					
					
					
					 

# Online Campaigning

 Irmgard Griss	 Norbert Hofer	 Rudolf Hundstorfer	 Andreas Khol	 Richard Lugner	 Alexander Van der Bellen
 19.670	 74.709	 11.810	 30.704	 5.910	 60.204
 551	 1.917	 943		 159	 5.644

March 2016: 3,6 million people in Austria use Facebook

March 2016: 148.000 people in Austria use Twitter

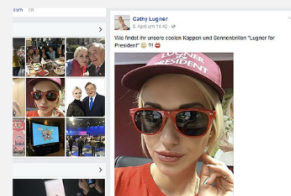


# Fanshop



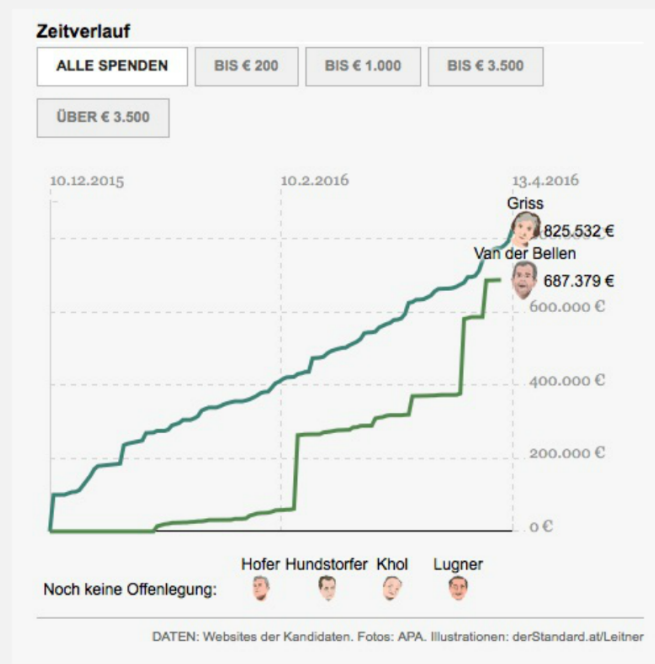
Merchandise Articles | Fanshop "Fan der Bellen" (fanderbellen.at)

# Giveaways



Give aways | <http://orf.at/wahl/beingpresident/stories/2334667/> | Pictures: ORF.at/Dominique Hammer

# Fundraising and Donations



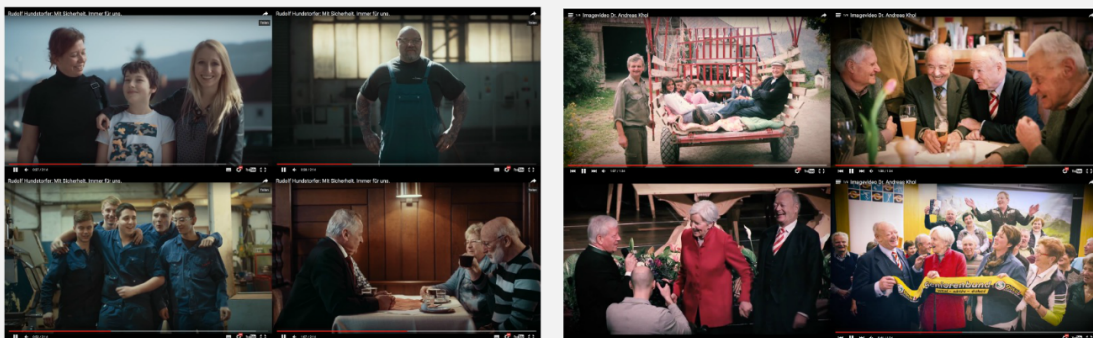
# Personalized Storytelling

- Development of **meaningful narratives** in order to define candidates and their values and ideas;
- **Mingling of biographic narrations with campaign stories** (e.g. refugee story of Van der Bellen; sport accident of Norbert Hofer; common man strategy of Rudolf Hundstorfer)

# Image Videos

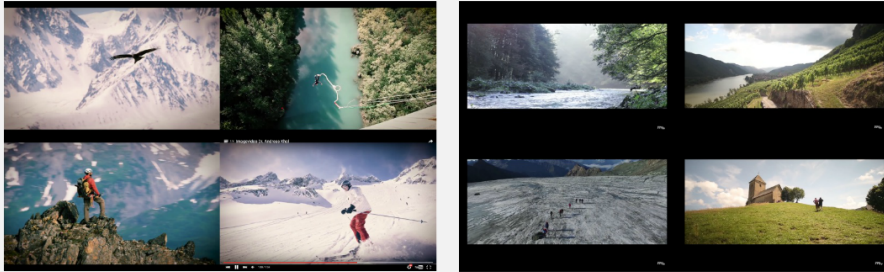
- support **campaign storytelling**;
- **establish a tonality** for the campaign;
- **emotionalize and mobilize** supporters;
- emphasize **core values, ideas, target groups**;

# Image Videos



Video stills taken from the image videos of Rudolf Hundstorfer and Andreas Khol

# Image Videos



Video stills taken from the image videos of Andreas Khol and Norbert Hofer

II-TEIL  
LAND · VOLK  
UND  
TRACHT



Illustrationen aus: Marboe, Ernst (Hg.) 1948: *Das Österreich Buch*, Wien: Verlag der Österreichischen Staatsdruckerei, Wien, Seite 157 und 188



Fotos: Österreichisch Verkehrswerbung, in: Ziak, Karl 1953: *Österreich: schöpferisch schaffend feierend*, Wien: Verlag des Österreichischen Gewerkschaftsbundes, Seite 256

## Image Videos



"Die Zeiten ändern sich!" ["*Times are changing!*"]. Image video of Alexander Van der Bellen, 15 April 2016

## Image Videos



Video stills taken from the image video "Die Zeiten ändern sich!" ["*Times are changing!*"] of Alexander Van der Bellen

# Mediated Campaign

## **ORF (public service)**

- 14 April 2016 "Zweiergespräche" (15 minutes);
- 21 April 2016 "Elefantenrunde";
- "Pressestunde";
- 31 March/5 April/7 April "Wahlfahrt";

## **PULS4 (private TV)**

- 3 April 2016 "Elefantenrunde"
- "Kampf um die Hofburg: das Duell"

## **ATV (private TV)**

- "Klartext"

# Mediated Campaign

- "game frames";
- focus on polls and evaluation;
- "horserace";
- tactics and strategy;

# Memes



## Campaign as "Game Changer"?

Extension and diversification:

- **communicators:** extension of developments that took shape across earlier election cycles (e.g. campaign channels);
- **content:** online campaigning amplifies existing electoral practices (e.g. storytelling and content strategies; development of knowledge, skills, practices);
- **mediated campaigns:** TV-debates and interviews stay relevant, "speed confrontations" and infotainment become more relevant;



**Thank you for your attention!**

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