

Political Communication Conference, 4th-5th November 2010
Social Sciences Department, Loughborough University, UK

Keynote Speech – November 5th, 2010

Gianpietro Mazzoleni

Department of Social and Political Studies, Milan University (Italy)

Pop Politics: Mediatization or Populism?

Mediatization of politics is a phenomenon that has affected much political communication in contemporary democracies, without putting at risk the democratic process. Populism relies on forms of communication that are potentially harmful to democracy. Pop politics could be seen as a compromise between popularization of political discourse and the drive of much politics to exploit emotion and people's disengagement from traditional forms of participation.