



REPORT/RESEÑA

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COMMUNICATION CAMPAIGN. ADDRESS ELECTORAL CAMPAIGN AND POLITICAL MARKETING Julio Cesar Herrero (Editor) and Max Römer (Coord.) Pearson, Madrid, 2014

Graciela Padilla Castillo¹: Complutense University of Madrid. Spain.
gracielp@ucm.es

We are facing a work of vital importance and originality, on electoral campaigns, written directly in Spanish, for various academic and professional authors who have gathered for an authentic bedside book to candidates, political parties, trainers and communicators on spokespersons policy of any modern country.

In order of appearance, Elena Flores takes us into the different functions live in an election campaign. To build the agenda, the proposed Fermin Bouza is the management of public opinion research, considered by the professor as that which the citizen considered as the most important problem. For his part, Enrique Leite shows the interstices of the communication offices and how they should be relations with the media from web 2.0 trends.

Carmen Beatriz Fernandez takes the lead leaving Leite on 2.0 and proposes cyber trends from the platforms of political parties to position their candidates and to make sense of the professional who is behind this activity Carlos Hidalgo shows us the tricks that should Community manager handle in politics.

The communication campaign leaves the cabinet and is no longer in a few hands into the voter turned into electoral propaganda. In this sense, Max Römer breakdown phases, walks through the history, styles and modes of election propaganda and left to the reader strategies of propaganda, a section that reviews the ethical, necessary persuasion to the citizen, the research and know the opponent anticipate negative ads.

As a campaign is not just media, Carlos Fuente and Gloria Campos give a good account of the organization of 'political events'. As events are the strategies, the phases of the organization, types of political events that can be performed, are the strength of this work it raises the party seeking to run a political campaign the slopes of the many possibilities of political acts as part of election campaigns.

¹**Graciela Padilla Castillo**: Complutense University of Madrid. Spain.
gracielp@ucm.es

Rafael Barberá and Julio Somoano give account of how should be the coverage of election campaigns, coverage that the media should be developed and the primordial role played by television in political communication. As the screen where you create the political, Jorge Santiago Barnes takes us to see the image of politicians, being that this "is not only studied and exclusively from the original perspective of the message content and meaning, but from the perspective and in terms of what it says and spreads the candidate "(pp. 209).

Part of that image building campaign speech arises. The chapter written by Julio Cesar Herrero and Paula Requeijo raises how to write and stage a political and of the three potential audiences that a candidate may face speech. Thus, the routine discourse, discourse and discourse on issues of defense are defined and developed so that anyone who trespasses on the pages of the book can scrutinize and approach the problem of constructing words for a candidate and his public.

As you can guess, you already have the book well in advance. Speech, image, the problem of the media and campaign, social networks mastered. Failure to place the candidate before a televised debate. A work carried Felicísimo Valbuena and Graciela Padilla, giving advice as one of the "master various forms of reasoning" (pp. 275), but not before giving a recipe on how to prepare the debate for viewers to win against opponent.

Finally, democracy requires permanent, being in the right place, where decisions are taken. To be introduced into the institutional, so that the political position to have access to their ideas, requires lobby. There Gemi Carlos Camacho and José González develop their own lobbying issues or lobby in order to create, based on the criteria of democracy, that government transparency is so much talk these days.