



## Campanha Permanente em contexto de crise de representação: : análise da Propaganda Partidária Gratuita (PPG) do Partido dos Trabalhadores (PT) [

2020

text (article)

Analítica

The article analyzes the Free Party Propaganda (PPG) of the Workers' Party (PT), at a time of crisis of political representation. It aims to analyze the PT's use of the permanent campaign resource, which is defined by the confluence established between the themes of the electoral campaign and government communication (Ornstein and Mann, 2000). It is based on the premise that, in the context of the political crisis, triggered by the re-election of Dilma Rousseff (PT) and the subsequent impeachment process of the PT president, the PPG space was intended to reinforce the party's political ideals, seeking to get closer to the main flags of the legend, which were once relevant to the exercise and maintenance of power. For this purpose, the PT's PPGs are taken as an object, in the period from 2015 to 2017, when the political crisis intensified, and a content analysis is made, based on Bardin (2011)

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