



"Ni siquiera sé si mi mamá votará por mí". Análisis del marketing político de Francia Márquez 2022 [

2023

text (article)

Analítica

The next research article analyzes the political communication strategy made in Francia Marquez's campaign trail in the presidential elections of 2022. Except for the analysis of the visual purpose since the perspective of art and the discourse analysis of Márquez, so far It has not developed a rigorous analysis since the communication and the electoral marketing, for that reason the contribution to the academic debate from this approach is considered relevant. The analysis is developed from the principles and foundations of political marketing proposed in the publication of the academic and researcher Andrés Valdez Zepeda, denominated Decalogue of Political Marketing (2003). For the purpose of identifying the arrangement of the principles and foundations of political marketing proposed by Valdez, since the qualitative approach the audiovisual content was rigorously reviewed published in the official social networks of the then presidential pre-candidate, likewise the content related to their participation in discussions in debates and interviews with the media was reviewed, interviews were conducted and analyzed with people who made up their communication team during the political campaign, as well as the historical facts that shaped the political, social and electoral climate during the months prior to these elections. The results show how the configuration of these principles allowed the creation of a persuasive narrative in public opinion and paved the way for the advancement of the goals of the candidate and her political team by translating them into votes

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Editorial: 2023

Tipo Audiovisual: Comunicación marketing política electoral estrategia Francia Márquez Communication marketing politics electoral strategy Francia Márquez

Documento fuente: Tlatemoani: revista académica de investigación, ISSN 1989-9300, null 14, N°. 44, 2023, pags. 114-137

Nota general: application/pdf

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Lengua: Spanish

Enlace a fuente de información: Tlatemoani: revista académica de investigación, ISSN 1989-9300, null 14, N°. 44, 2023, pags. 114-137

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