

Emotions in Politics and Campaigning

How Neuroscience, Linguistics, and Social Psychology
Change the Political Profession

Edited by **Christoph Hofinger** and **Gerlinde Manz-Christ**

Recent findings reveal that emotions play a key role in reaching target groups in election campaigns.

During the past decades, our understanding of human interactions and decision-making has shifted dramatically. While the Enlightenment tradition postulated the rule of ratio, we now know that our thinking and behavior are predominantly driven by emotional unconscious processes. This insight has changed the foundations for everyone working in the field of strategic communication. It entails dramatic consequences for the future of marketing and campaigning.

This volume brings together the knowledge of leading scholars and campaign professionals on a topic that is crucial for everyone interested in politics and strategic communication.

At the 15th EAPC Conference in Vienna, a selected line-up of speakers investigated the central role of emotions in politics and campaigning. This significant and innovative book contains the Conference papers. It brings together perspectives from researchers and practitioners on a topic of utmost relevance for all those working in this area.

George Lakoff, bestselling author and renowned scholar in cognitive science, explains why conservatives in the US are usually more successful in framing the debate. Ted Brader, author of „Campaigning for Hearts and Minds“, sheds light on the origins and consequences of political emotions. Renowned consultants from Europe and US share the experiences they made in campaigns that were lost or won through emotions.

The European Association of Political Consultants (EAPC) is a premier association of Political Consultants and Public Affairs Professionals in Europe. The EAPC is a platform for exchanging ideas and experiences among campaign professionals and is committed to supporting the development of democratic structures in Europe.

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