

Contemporary Humanism

International PhD Program & Research Network

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Advisors

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Dissertation

Political communication and consensus semiotics: human-centric digital content on Twitter

Qualiquantitative analysis of the digital content production of political elites on Twitter, based on a sample of 21 opinion leaders. The dynamics, semantic choices and the formation of visual content are correlated with the ability of leaders to lead or to be led by the needs of their own followers. The Leader today embodies a neo-archetype of the elite dependent on electoral consensus and its declinations of sentiment on social networks.

Research interests / Fields of expertise

Political communication.

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