

Berta García-Orosa  
Editor

# Digital Political Communication Strategies

Multidisciplinary Reflections

palgrave  
macmillan

*Editor*

Berta García-Orosa  
University of Santiago de Compostela  
Santiago de Compostela, Spain

The Palgrave Macmillan Series in International Political Communication  
ISBN 978-3-030-81567-7      ISBN 978-3-030-81568-4 (eBook)  
<https://doi.org/10.1007/978-3-030-81568-4>

© The Editor(s) (if applicable) and The Author(s), under exclusive licence to Springer Nature Switzerland AG 2022

This work is subject to copyright. All rights are solely and exclusively licensed by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, expressed or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

This Palgrave Macmillan imprint is published by the registered company Springer Nature Switzerland AG.

The registered company address is: Gewerbestrasse 11, 6330 Cham, Switzerland

# CONTENTS

<b>Part I</b>	1
<b>1 Digital Political Communication: Hybrid Intelligence, Algorithms, Automation and Disinformation in the Fourth Wave</b>	3
Berta García-Orosa	
<b>2 Parliaments and Key Transformations in Digital Communication</b>	25
Eva Campos-Domínguez and Irene Ramos-Vielba	
<b>3 Political Communication Evolution in the Digital Hybrid Media System: Innovation and Experimentation as Strategies Towards a New Paradigm</b>	43
Ainara Larrondo-Ureta and Koldobika Meso-Ayerdi	
<b>4 Political Journalism in Digital Native Media</b>	59
Xosé López-García, João Canavilhas, María-Cruz Negreira-Rey, and Jorge Vázquez-Herrero	
<b>5 Lobbies: The Hidden Side of Digital Politics</b>	75
Antonio Castillo-Esparcia, Ana Almansa-Martínez, and Gisela Gonçalves	

<b>6</b>	<b>Feminism and Political Communication: How Femicide Is Treated in Digital Media: Santo Domingo Media Case Study During 2020</b>	<b>95</b>
	Santiago Gallur Santorum	
<b>7</b>	<b>Contemporary Society, Crossroads Between Social Movements and Party Systems in México</b>	<b>107</b>
	Sandra Flores-Guevara and Laura Georgina Ortega-Luna	
	<b>Part II</b>	<b>117</b>
<b>8</b>	<b>VR and 360-Degree Video Storytelling in Political Communication: Threats and Opportunities</b>	<b>119</b>
	Sara Pérez-Seijo, Pavel Sidorenko Bautista, and María José Benítez de Gracia	
<b>9</b>	<b>Emotions, Engagement and Social Media</b>	<b>137</b>
	Nieves Lagares Díez, Erika Jaráiz Gulías, and Gina Sibaja Quesada	
<b>10</b>	<b>Television Debates, Live-Tweeting and Social Audience</b>	<b>155</b>
	José Sixto-García, Ana-Isabel Rodríguez-Vázquez, and Alba Silva-Rodríguez	
<b>11</b>	<b>Platforms and Race: Exploring the Interpretation of <i>Dear White People</i></b>	<b>169</b>
	Magomed-Emin Aliev and Deborah Castro	
<b>12</b>	<b>Elections in Latin America and the Image of Their Candidates</b>	<b>191</b>
	Paulo Carlos López-López, Daniel Barredo Ibáñez, and María Pereira López	
	<b>Conclusions</b>	<b>211</b>
	<b>Index</b>	<b>221</b>