

MARKETING ET COMMUNICATION POLITIQUE

Coordonné par Frédéric DOSQUET

Avec les contributions de S. Bourliataux-Lajoinie, P. Cailleba,
H. Castéran, J. Edelbloude et A. Harfouche



Marketing Et Communication Politique Theacutetheorie Et Pratique

CATHERINE.. BENZONI



Marketing Et Communication Politique Theacuterie Et Pratique:

Marketing et communication politique Frédéric Dosquet, Stéphane Bourliataux-Lajoinie, Herbert Castéran, Patrice Cailleba, Johanna Edelbloude, Antoine Harfouche, 2012-02-16 Les leçons politiques représentent désormais une rencontre entre une offre des candidats des programmes et une demande des attentes du citoyen comme toute situation de marché. Ceci prouve qu'elles sont de par leur nature liées au pouvoir associées de manière visible aux deux axes du marketing : la production et la destruction. La production est tournée bien évidemment envers les cibles lectorales jugées les plus pertinentes dans la conquête ou la conservation du pouvoir. La destruction concerne les offres concurrentes qu'il faut savoir tout d'abord minimiser, ridiculiser, combattre. Orienté vers la recherche académique, cet ouvrage collectif présente les connaissances actuelles en marketing et communication politiques. Il a pour vocation d'offrir une grille de lecture pluridisciplinaire des grands rendez-vous électoraux qui jalonnent la vie des démocraties. En analysant les outils du marketing et de la communication politiques, il permet d'appréhender plus précisément les stratégies adoptées par les différents acteurs de la compétition électorale. La lecture de l'ouvrage permet de comprendre toute la profondeur et les particularités du marketing politique ainsi que la difficulté d'une mise en œuvre efficiente. Chaque chapitre correspond à un focus sur une question essentielle du marketing politique : le panorama des idéologies politiques modernes, les stratégies de persuasion électorale, la fonction et les mesures de l'opinion publique, le e-marketing politique. Rédigé par des enseignants-chercheurs spécialistes du domaine, ce livre allie pédagogie et académisme. Il représente un décryptage indispensable du monde politique, l'usage de tout professionnel étudiant les questions du marketing, de la science politique, de la communication, voire de tout citoyen.

Marketing et communication politique, 2017-03-23 Chaque leçon attire le regard des citoyens sur la communication politique. Révélée au grand public par Jacques Séguela et ses campagnes pour François Mitterrand, la communication politique est détestée par les uns, idolâtrée par les autres, mais aujourd'hui incontournable dans le jeu électoral de nos démocraties. Cet état de fait engendre la nécessité de réfléchir de penser la communication politique en s'interrogeant sur sa conception, sa mise en œuvre, son efficacité. Orienté vers la recherche académique, cette deuxième édition est enrichie d'un nouveau chapitre portant sur les systèmes électoraux et partisans de huit grandes démocraties. Elle a pour vocation d'offrir une grille de lecture pluridisciplinaire des grands rendez-vous électoraux qui jalonnent la vie des démocraties. En analysant les outils du marketing et de la communication politique, elle permet d'appréhender plus précisément les stratégies adoptées par les différents acteurs de la compétition électorale. La lecture de l'ouvrage permet de comprendre toute la profondeur et les particularités de cette discipline ainsi que la difficulté d'une mise en œuvre efficiente. Chaque chapitre correspond à un focus sur une question essentielle du marketing politique : le panorama des idéologies politiques modernes, les systèmes politiques et partisans dans les démocraties, les stratégies de persuasion électorale, les mesures de l'opinion publique, le e-marketing politique. Rédigé par des enseignants-chercheurs spécialistes du domaine, ce livre allie pédagogie et académisme. Il représente un décryptage indispensable du monde politique, l'usage de tout communicant.

voire de tout citoyen

Marketing et communication politique 3e édition Frédéric Dosquet, Eric Barquissau, Herbert Castéran, Refk Selmi, 2022-02-17

Chaque lection attire le regard des citoyens sur la communication politique. D'un côté, elle est par les uns idolâtrée et par les autres elle est aujourd'hui incontournable dans le jeu électoral de nos démocraties. Cet état de fait engendre la nécessité de réfléchir de penser la communication politique en s'interrogeant sur sa conception, sa mise en œuvre, son efficacité. Orientée vers la recherche académique, cette troisième édition est enrichie des faits qui se sont produits depuis 2017 et 2020 : lection américaine et qui ont secoué l'ensemble des démocraties occidentales ainsi que d'un nouveau chapitre portant sur les politiques néo-conservatrices des principales puissances européennes. Cette nouvelle édition a pour vocation d'offrir une grille de lecture pluridisciplinaire des grands rendez-vous électoraux qui jalonnent la vie tumultueuse des démocraties. En analysant les outils du marketing et de la communication politique, elle permet d'appréhender précisément les stratégies adoptées par les différents acteurs de la compétition électorale. La lecture de l'ouvrage permet de comprendre toute la profondeur et les particularités de cette discipline ainsi que la difficulté d'une mise en œuvre efficace. Chaque chapitre correspond à un focus sur une question essentielle du marketing et de la communication politique : l'histoire des idées politiques de l'Antiquité à nos jours, le panorama des systèmes politiques et partisanes dans les principales démocraties, la présentation des stratégies de persuasion électorale, les mesures de l'opinion publique, le e-marketing politique, les politiques néo-conservatrices européennes. Rédigé par des enseignants-chercheurs spécialistes du domaine, ce livre allie pédagogie et académisme. Il représente un décryptage indispensable du monde politique, l'usage de tout communicant, voire de tout citoyen.

Histoires de communication politique Anne-Marie Gingras, 2018

Histoires de communication politique est le premier ouvrage en français qui utilise la fois l'analyse sociopolitique et la dimension communicationnelle pour comprendre des événements historiques constitutifs des rapports de pouvoir et ce du XIX^e siècle à nos jours. Les multiples histoires politiques présentées ici traitent de phénomènes comme la recherche de soutien populaire en temps de lection ou de guerre, la persuasion, le déséquilibre mondial de l'information, le développement des technologies de communication, l'intérêt pour les médias et l'institutionnalisation des pratiques de communication. Les dix premières études portent sur les méthodes et les pratiques utilisées par les acteurs politiques pour promouvoir leurs idées et leur image. Allant de Jackson Trump en passant par Coolidge, Roosevelt, Kennedy, Nixon, Obama, Hitler et Duplessis, ces analyses présentent les contextes sociaux, institutionnels et partisanes illustrant et expliquant la manière dont se mettent en place les dispositifs de communication. Certains chapitres portent un regard en gros plan sur les événements comme celui sur la trépanation en 1968, tandis que d'autres en plan général embrassent plusieurs décennies comme celui sur les fuites en politique trans-américaine. Les histoires politiques présentées ici ne sauraient puiser notre compréhension de la communication politique. Aussi les sept chapitres suivants font le point sur l'état des savoirs dans divers domaines : opinion publique, communication interpersonnelle, marketing, communication électorale, représentation médiatique, des femmes en politique et des autochtones au Canada, etc. Cet ouvrage intéressera tant les étudiants universitaires que les

chercheurs les journalistes et autres communicants Page 4 de la couverture *Le Marketing Politique* Francois Patrick Francois,2016 **Campaign Communication and Political Marketing** Philippe J. Maarek,2011-03-21 Campaign Communication and Political Marketing is a comprehensive internationalist study of the modern political campaign It indexes and explains their integral components strategies and tactics Offers comparative analyses of campaigns from country to country Covers topics such as advertising strategy demography the effect of campaign finance regulation on funding and more Draws on a variety of international case studies including the campaigns of Barack Obama and Nicolas Sarkozy Analyses the impact of digital media and 24 7 news cycle on campaign conduct **Marketing et communication politique** Serge Albouy,1985-01-01 *La communication politique locale* CATHERINE.. BENZONI,1994 LA COMMUNICATION POLITIQUE LOCALE AU SENS D UNE MODERNISATION DES PRATIQUES SOUS L INFLUENCE DES TECHNIQUES PUBLICITAIRES ET DU MARKETING POLITIQUE EST UN PHENOMENE RECENT QUI DOIT POUR ETRE ANALYSE NECESSAIREMENT ETRE REPLACÉ DANS SON CONTEXTE D EMERGENCE QUELLES SONT LES TRANSFORMATIONS GENEREES PAR L INTRODUCTION DE CES NOUVELLES TECHNIQUES DE COMMUNICATION QUELLES EN SONT LES INCIDENCES SUR L EVOLUTION DES REPRESENTATIONS DU POLITIQUE ET DE LA RELATION ENTRE LES ELUS ET LES CITOYENS TELLES SONT LES QUESTIONS MAJEURES QUI ORIENTENT CE TRAVAIL APRES UNE PREMIERE PARTIE CONSACREE AUX APPORTS THEORIQUES ET A UNE REFLEXION SUR LA CONSUBSTANTIALITE DE LA COMMUNICATION ET DU POLITIQUE SONT ETUDIEES DANS UNE SECONDE PARTIE LES DEUX ELECTIONS MUNICIPALES GRENOBLOISES DE 1983 ET 1989 LES PREMIERES CAR ELLES MARQUENT L AVENEMENT ET LA CONSECRATION DU MARKETING POLITIQUE ET LES SECONDES POUR JUGER DE L EVOLUTION DANS L APPROPRIATION DES NOUVELLES TECHNIQUES DE COMMUNICATION PAR LES CANDIDATS LA TROISIEME PARTIE EST CONSACREE A L ANALYSE DE LA COMMUNICATION MUNICIPALE ELLE MET EN EVIDENCE L ETROITE RELATION ENTRE LA STRATEGIE DE COMMUNICATION ET LA STRATEGIE D EXERCICE DU POUVOIR

The book delves into Marketing Et Communication Politique Theacuterie Et Pratique. Marketing Et Communication Politique Theacuterie Et Pratique is a vital topic that needs to be grasped by everyone, from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Marketing Et Communication Politique Theacuterie Et Pratique, encompassing both the fundamentals and more intricate discussions.

1. This book is structured into several chapters, namely:
 - Chapter 1: Introduction to Marketing Et Communication Politique Theacuterie Et Pratique
 - Chapter 2: Essential Elements of Marketing Et Communication Politique Theacuterie Et Pratique
 - Chapter 3: Marketing Et Communication Politique Theacuterie Et Pratique in Everyday Life
 - Chapter 4: Marketing Et Communication Politique Theacuterie Et Pratique in Specific Contexts
 - Chapter 5: Conclusion
 2. In chapter 1, the author will provide an overview of Marketing Et Communication Politique Theacuterie Et Pratique. This chapter will explore what Marketing Et Communication Politique Theacuterie Et Pratique is, why Marketing Et Communication Politique Theacuterie Et Pratique is vital, and how to effectively learn about Marketing Et Communication Politique Theacuterie Et Pratique.
 3. In chapter 2, the author will delve into the foundational concepts of Marketing Et Communication Politique Theacuterie Et Pratique. The second chapter will elucidate the essential principles that must be understood to grasp Marketing Et Communication Politique Theacuterie Et Pratique in its entirety.
 4. In chapter 3, the author will examine the practical applications of Marketing Et Communication Politique Theacuterie Et Pratique in daily life. The third chapter will showcase real-world examples of how Marketing Et Communication Politique Theacuterie Et Pratique can be effectively utilized in everyday scenarios.
 5. In chapter 4, the author will scrutinize the relevance of Marketing Et Communication Politique Theacuterie Et Pratique in specific contexts. The fourth chapter will explore how Marketing Et Communication Politique Theacuterie Et Pratique is applied in specialized fields, such as education, business, and technology.
 6. In chapter 5, the author will draw a conclusion about Marketing Et Communication Politique Theacuterie Et Pratique. The final chapter will summarize the key points that have been discussed throughout the book.
- The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Marketing Et Communication Politique Theacuterie Et Pratique.

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