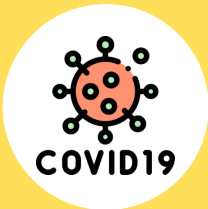


# PRESIDENTIAL TWITTER IN THE FACE OF COVID-19: BETWEEN POPULISM AND POP POLITICS

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## INTRODUCTION



**Pop politics,**  
the context of health crisis favours a presidential style supported by social networks to communicate decisions, interpret the environment and validate policies.



**Twitter,**  
avoids journalistic and traditional media intermediation, which allows for the redefinition of foreign policy frameworks to adapt them to the local and international audience in a tweet.



**infotainment,**  
pop politics is a style of political communication based on personalism and spectacle for the construction of the politician-celebrity.

## METHODOLOGY

Review of critical events of the coronavirus crisis  
3,079 publications on Twitter

Table 1. Twitter profiles of the leaders with comparative data on their activity during the pandemic								
Account (date when opened)	Total no. of tweets on the account	Retweets (overall average)	Favourites (overall average)	Sample tweets (% of the total)	Sample tweets (daily average)	Retweets pandemic (average)	Favourites pandemic (average)	Tweets on COVID-19 (% during pandemic)
@lopezobrador_ (13/10/2009)	4,864	5,720	17,143	258 (5%)	1.82	3,294	11,460	67 (26%)
@jairbolsonaro (31/3/2010)	9,413	5,344	24,086	1,226 (13%)	8.63	4,722	25,444	1,118 (91%)
@sanchezcastejon (25/8/2009)	27,459	639	1573	841 (3%)	5.92	572	1316	405 (48%)
@alferdez (30/5/2010)	26,140	374	652	754 (3%)	5.31	1835	8581	209 (28%)
Total	67876			3,079 (5%)				1,799 (58%)

Categories:

- a) polarisation: the adversary, faction, that they oppose or which distinguishes them; b) conspiracy: suspicions; c) exaltation: nation, ideology, people; d) personalisation: private life, personal achievements; e) emotions: expressing feelings, emoji; and f) media publicity and coverage.

## CONCLUSIONS



The leaders analysed do not fall into a single category of populism from a theoretical perspective, but they do share a narrative evidenced by the presence of features assigned by previous works as populists.



The strategy aims to use the press as a multiplier for dissemination. Both share the technique of directing messages to their militancy, linked to the party with a mixture of ideas and government actions.



Network analysis will help distinguish between messages that promote hatred and those that are the subject of public anger, which is key to current international political communication.

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