THE COMMUNICATION OF POLITICAL PARTIES IN SPAIN AFTER BIPARTISANSHIP
Eva Aladro Vico and Paula Requeijo Rey (Coordinators)
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The professors of the Complutense University of Madrid, Eva Aladro and Paula Requeijo, have coordinated an inescapable, current and extremely interesting work on communication and political marketing in Spain, starting from the end of traditional bipartisanship. In it, professors and researchers from the Complutense University of Madrid and the University of Seville analyze the communication of the major national parties in the new scenario: from the leading role that infotainment has taken, to the switchboard of social networks, passing through the televised electoral debates or the representation of the political woman.

Its eight chapters represent an unprecedented approach, both for the treated subject and for the communication disciplines with which they are addressed. As the coordinators explain in their prologue, the economic, political and institutional crisis, together with a leadership crisis began with the second term of José Luis Rodríguez Zapatero (2008-2011). The book analyzes, precisely, the communication of the main Spanish political parties after the end of the bipartisanship, focusing on the two new organizations and also paying attention to the classic parties, which "have seen changes in their strategy and form and way of communicating" (prologue).

Paula Requeijo and Dimitrina Jivkova study Iglesias and Rivera in the infotainment programs in the months before 20D of 2015. They delve into the term of Americanization and analyze the intervention of the two leaders in five television spaces, according to their stylistic role, humanization and *storytelling*. They conclude that message-slogan, *storytelling* and stylistic role are fundamental in the interventions of the two new leaders. With the message-slogan, they are credible bearers of the message of change. Professor Felicísimo Valbuena de la Fuente studies the four debates of the general elections in Spain (2015 and 2016) from an Aristotelian-rhetorical and communicative point of view, according to Epistemology or the Theory of Science, by Gustavo Bueno. He investigates the materials of credibility or personal test (ethos), the claims of credibility about their character, interpretations, attacks and defenses, interruptions, storylines materials or development (logos), artistic and inartistic evidence and materials of experience (pathos). He concludes that the candidates did not sufficiently exploit the proposals and could have themselves raised objections to their proposals, inserted a qualifier, adjective or adverb, or responded to these objections with adequate information (p. 62).

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Graciela Padilla explores the role of new technologies in social media in the electoral campaigns of 2015 and 2016. She focuses on Twitter, Facebook and Instagram and applies the key concepts of the television campaign speech (Valbuena and Padilla, 2014) in real examples of social media, in the electoral campaigns of 2015 and 2016. She says that social networks are on the side of the candidate and Twitter is an indispensable tool for communication and political marketing (p. 93).

Eva Aladro explains the myths and symbologies of political parties. As pointed out, in the most archaic political forms, myth and spirituality appeared linked to them. Little by little, *"this hybridization will generate the institutionalized structures of myths in hierarchical organizations, that is, in religions and theocratic political forms"* (p. 100). With a perfect and suggestive theoretical framework, she cites Joseph Campbell, Carl G. Jung, Eliade, Malinowski, Edelman or Gramsci, among others. Blanca Sánchez Gutiérrez, Antonio Pineda Cachero and Elena Bellido Pérez, from the University of Seville, explore the representation of female politicians in the era of the "new politics". They understand this new policy as *"the art of building a desire for social change"* (p. 119). They study all the national news, opinion columns and editorials of *El País*, *El Mundo* and *El Español*, published in May 2018. With a corpus of 2,200 texts, only 2.65% of the headlines focus on women, while 32.51% focus on males.

Héctor Fouce Rodríguez, of the UCM, works on the cultural wars and political identities in the new speeches of the new parties. He starts with the 15M to take Gusfield's definition (1981) of public problem: *"some actors manage to show certain issues as contrary to the public interest or as a threat to the status quo, and demand changes and solutions, often appealing to the intervention of the public powers"* (p. 156). Guillermo Fernández Vázquez, also of the UCM, assimilates the exchange of tweets and essential points of the dispute between "Pabloism" and "errejonismo" (p. 180) and determines that the most powerful *glue* of political discourse is the enumeration, which weaves *"a kind of invisible but effective link between the various enumerated subjects"* (p. 185).

The eighth and final chapter is by Israel Márquez, a professor at the Complutense University, who inspects Spanish politics in the remix culture. He defines it according to Manovic, Lessig, and Fabbri, as a term that comes from hip hop and *"refers to an alternative mix of an original song from the incorporation of new rhythms, voices and / or sound effects in order to generate a new work that preserves some features of the original song but that is different from it in several aspects"* (p. 206). The author concludes that in our current digital culture remix becomes essential, thanks to the generalization of digital technology and instant access to all types of content (p. 208).

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