

Call Special Issue "Elections and Communication: Analysis of Campaign Discourses"

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Electoral processes cannot be understood apart from their communicative dimension. These are periods of high semiotic density, during which political parties, leaders, social organizations, and the media deploy discursive strategies aimed at influencing public opinion. These actors seek not only to mobilize support, but also to construct identities, define programs, and project shared visions of the social order.

Today, these dynamics are primarily manifested through campaigns—understood as a planned series of actions intended to secure votes. Based on this definition, more recent approaches view campaigns as communicative events dominated by the dissemination of persuasive messages designed to shape voters' decisions and maximize electoral support.

During these periods, intensified competition demands differentiated communication from the various actors—communication capable of fostering identification and generating support. In this context, political discourse plays a central role: it seeks to mobilize and persuade citizens of the validity and feasibility of specific proposals. Simultaneously, it functions as a symbolic production device, shaping horizons of meaning, reinforcing collective identities, and delineating social, political, and partisan imaginaries.

From this perspective, this monographic issue focuses on political communication as practiced by political parties as well as by other political and social actors and agents, regardless of the channels used during the electoral period and within the framework of campaigns. Analysing their different communicative behaviours across various electoral arenas may offer valuable insights into how their strategies are constructed.

Based on these considerations, we invite the submission of original contributions that address the phenomenon of political communication in electoral contexts, focusing on objects of analysis such as political spots, debates, posters, campaign events, interviews, social media publications, or other forms of mediated discourse.

Proposals may adopt diverse methodological approaches, including quantitative techniques—such as content analysis, aggregate or individual data analysis, regression analysis, functional analysis, or structural equation modelling—or qualitative methods,

such as discourse analysis, semiotics, rhetoric, argumentation theory, or other qualitative research techniques.

Instructions

- **Deadline** to submit the paper: **December 31, 2025**
- **It is necessary to specify in the manuscript that this manuscript is addressed to this call.** "Elections and Communication: Analysis of Campaign Discourses"
- **Guidelines for authors:** <http://analisi.cat/about/submissions#authorGuidelines>
- Priority will be given to those articles that **are linked to funded research**
- **Articles in English that are professionally edited with a certificate** if they meet the criterion of scientific value for the monograph will be prioritized
- Questions could be directed to: Revista.Analisi@uab.cat

The monograph is scheduled to be published in **June 2026**.

Anàlisi is a scientific journal indexed in SCOPUS, published by the Department of Journalism and Communication Sciences of the Autonomous University of Barcelona (UAB). She is classified in the Q1 quartile of *Cultural Studies* and in the Q2 quartile of *Communication* in SCOPUS. It is also indexed in *Web of Science JCR-ESCI*, in the Q3 quartile of *Communication*.