Life imitates art?

The electoral campaign of Volodymyr Zelensky in the midiatized political environment

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Introduction

- How Zelesky's campaign strategy benefited from the mediatized political environment?

Objectives:

- Comprehend the strategies applied in Zelensky's campaing.
- Better understand celebrities power in the current political environment;

Methodology:

- Case study (Yin, 2001)

The celebrity-politician in mediatized times

Why mediatization as the framework to answer the question?

- Mediatization in the path to become the pattern in the construction of reality (Braga, 2006);

Celebrity-politics interplay

- Celebrity as a reference point for people's aspirations and expectations (França and Simões, 2014);
- The celebrity-politician should be comprehended through its performance (Street, 2019)

Corpus

33 publications from the press:

- Foreing and ukrainian;
- Digital, print and video;
- From October 2018 to December 2019;
- Mostly between first and second round: March and April/2019.

Some of the outlets:

- Reuters;
- Al Jazeera;
- BBC;
- The Guardian;
- Ukrainian Pravda;
- Deutsche Welle.

Results

The following trends were identified:

- Zelensky's character in *Servant of the People*;
- Zelensky's coverage by 1+1;
- The *Servant of the People party*;
- Oligarchs as the enemy;
- Comedy shows during the campaign;
- The debate;
- Contact through social media.

Results

“The entire point of ‘Servant of the People’ is that Holoborodko is a humble man who, right away, admits to not understanding the policies that he needs to enact” - *The New Yorker*

“He [...] made no speeches, held no rallies, eschewed travel across the country, gave no press conferences, avoided in-depth interviews with independent journalists [...]” - *Politico Magazine*

“[...] a still shot of Zelenskiy in the character of Holoborodko, suited up and holding a briefcase, can be seen on Zelenskiy's campaign website” - *Deutsche Welle*

“[...] a day before Zelenskiy won the first round of the presidential contest [...], 1+1 filled its schedule with back-to-back shows by the comedian and actor.” - *Reuters*

Conclusions

Zelesky's campaign strategy benefited from the mediatized political environment in the following ways:

- Zelensky's image as Holoborodko was useful;
- The presence of the candidate in social media and channel 1+1 provided sufficient exposure;
- His comedy shows as a substitute to the traditional campaign events allowed Zelesnky to shared his message in a different way.

THANKS!