



Estrategias de comunicación política. Análisis del spot televisivo de ataque en la competencia electoral (Spanish Edition)

Ramón Alberto Lugo Rodríguez

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Los partidos políticos aprobaron con la reforma electoral de 2007 una modificación del texto constitucional para prohibir el uso de frases, en la propaganda electoral, que calumnien o denigren a las personas, las instituciones o a los partidos: ¿cómo reaccionan los políticos para ajustar sus estrategias de comunicación ante las restricciones que a sí mismos se han impuesto con el cambio de las reglas del juego electoral? Esta investigación premiada responde dicha pregunta por medio del análisis del contenido de los spots de ataque que se utilizaron durante las campañas electorales federales de 2003, 2006 y 2009 en México.

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