

THEMATIC PROJECT- POLITICAL LEADERSHIP IN BRAZIL: CHARACTERISTICS AND INSTITUTIONAL ISSUES

FAPESP– Nº DO PROCESSO 12/50987-3

Postdoctoral Activities Plan (Thematic Project: Political Leadership)

Title: Leadership Policy in the Digital Era: the Use of the Internet by Brazilian Political Leaders

Supervisor: Prof. Rosemary Segurado

Head Office: PUC/SP

Abstract

Bearing in mind the greater interactivity of digital media nowadays, the research objective consist in evaluate how political leaders are grabbing new information and communication technologies (ICT) to connect to theirs voters. Will be assessed the political leaders which effectively uses social media (blogs and social networks) to interact with voters. The research aims to identify whether there is a new form of communication analysis between the institutional and the public sphere; if it is more interactive and participatory as well as promoting political actions such as e-participation.

The research aims to analyze the relationship between the Brazilian political leaders and citizens established through the Internet, specifically by the social media (blogs and / or social network). The intention is to verify if the use of the Internet produces new dynamics in contemporary political practices identifying how political leaders make use of the social media network to promote their actions, mobilize supporters and activists as well as increase their political capital.

Registration will be in the period from November 16, 2016 to January 30, 2017. The selection process will be conducted from February 6 to 10, 2017.

Contacts for registration:

PONTIFÍCIA UNIVERSIDADE CATÓLICA DE SÃO PAULO
Programa de Estudos Pós-Graduados em CIÊNCIAS SOCIAIS
A/C de Rosemary Segurado
Rua Ministro Godói, 969 - 4º andar - sala 4E-20
São Paulo - SP CEP: 05015-001
E-mail: roseseg@uol.com.br