

Representation of political actors in humoristic discourse of media

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Abstract

Recently, the contemporary political communication has been changed comparatively that considers new forms of means of its expression. The key target is still unchangeable – having an impact on political processes, - whether it is changing of one’s social opinion or of a mass mood or attitude. With the account of the above-mentioned, representation of political communication and political actors looks unbelievable without a straight linear process where media is the main mediator. Media became the major platform for obtaining of expanded auditoria belief for all politicians.

A kind of humoristic discourse has appeared on a new level of relations between media and politics, that, in its turn, proposed new methods necessary for representation of politicians. It became vivid that appearing of politicians in political talk shows was very interesting for viewers. Politicians deserve more positive responses that finally have an impact on their political image. Proceeding from this, politics is being expressed in all aspects of entertainment-humoristic talk shows contents; political humor became an integral part of media (Williams & Carpini, 2011).

A target of this article is to analyze a manner of representing of politicians in the humoristic discourse of media. Accordingly, to review the key methods applied for representation of a concrete politician and the way of formation of the politician’s image in the entertainment talk show.

For the determined target definite theoretic sources attached with examples are reviewed in this article where we can vividly observe that on top of humor politicians manage talking on political issues that is a carrier of a purposeful narrative.

Key words: political image; humoristic discourse of media; Political humor;

For the politicians of the 21st century visiting of humoristic talk shows became attractive, as in comparison with other content of mass media, humoristic talk shows have a distinctive skill to submit a political information to the audience in an absolutely new manner. It is being represented more lightly, clearly and freely than in any other media material. Politicians strengthen an emotional link with their future electorate, become closer and share a definite event with them.

There was the time when all this looked like a paradox, mainly that politicians might report political news with humor and we could not even imagine that they would sing, dance, make jokes... But, today all this is an ordinary event and integral part of the political life (McKernan, 2011).

As in media politicians often talk about complicated political events which are not understandable for the society, the entertainment talk shows give them an opportunity to cover apolitical topics. For example, they may discuss culture, sport and to express their own musical taste. From one sight they move away from politics, but, in fact, identify themselves in viewer's minds on a personal level and thanks to it obtain a consent even in case if the viewer does not share his political opinions. Simultaneously, the audience perceive politicians as the people similar with them who are listening the same music or talk about one and the same problem.

Politicians, in the media's humoristic discourse, launch social friendship with their future electors. Let's recall the Vice-Primer of Sweden Ebba Bushtor who was a good singer and often visited entertainment talk shows. Using this skill he became in a very famous politician, his intelligence helped him in obtaining of love of the society and representing himself simultaneously as an unique politician, as well as an ordinary person.

Each human being needs to have a feeling of attribution, to be liked and recognized (if we call to mind a well-known pyramid of Maslow we will be persuaded in such reality). This desire is being increased much more among politicians. This is the reason why they participate in entertainment talk shows. One of the inspirers of this tradition was Bill Clinton who in the authorized show of Arsenio Hall, during the campaign of President's Elections in 1992, performed a solo on saxophone. Following that Clinton formed a new communication space with electors; this musical performance caused changes in attitude of the society concerning adopting communication with a politician (Parkin, 2014).

Accordingly, we can say that politicians draw their own image in humoristic talk shows that is a purposefully created face which assigns additional value and assists in emotional perception (Shubitidze, 2000).

As for the political image, it is being generated in mass awareness and carries a stereotypic character. It represents an emotionally colored appearance of the political leader, and its formation is possible spontaneously as well as deliberately, to satisfy expectation of society.

Recently, several key factors are separated that is conditioned with formation of the politician's image: 1 – past; 2 – family; 3 – sport; 4 – pets; 5 – hobby; 6 – famous people.

The above-mentioned topics have already been reflected in the humor narrative. Accordingly, the stated methods of creation of a positive image of a politician are frequently applied in informal environments and entertainment talk shows.

Each of the above-mentioned factors has its own value. For instance, the factor of family has a decisive role in formation of the leader's image. Thus, we often see politicians in a function of spouses in entertainment shows where he/she is represented as a lovely and devoted to family person. The stated is sedimented in the viewer's mind as if he/she is a person taking care over the family, and he will take care over the country as well.

On top of all, the same is in case of pets where a patron of that pet is characterized as a positive person. Due to this, pets are frequently used for formation of portraits of politicians. For instance, there is a well-known cadre when the President George Bush after returning to White House on the helicopter's station was met by his two dogs greeted by Bush in a very warm manner (Почепцов, 2002).

This is exactly the manner how politicians represent themselves in different Georgian TV channels and discourses of humoristic talk shows. Visiting of talk shows with members of family, aged parents and small children is recognized technology in Georgian reality which is usually applied by politicians. Here, they represent themselves as good family loving people, attentive fathers or mothers, having close and friendly relations with children and deserve complements of the anchorman. It is the time when they share their political attitudes bundled in humor with the viewer, and seems that viewers are not looking at him as to the politician, but simply as to a good father or son.

For instance, the program "Night show with Giorgi Gabunia" broadcasted by the TV Channel "Imedi" was visited by the member of the "Georgian Dream" Irakli Kobakhidze with his underage sons, Gega and Niko (the acting Prime-Minister). In the stated program it was underlined that Irakli Kobakhidze was characterized with good humor and love to his family. He talked about the time spent with his children who count that they have a good father but have complaints on deficiency of time of their father. Despite of that they manage to be together, visit him in the Parliament and, in comparison with other parliamentarians, they have more time spent with father in his work place. Besides, they did not forget to make a joke about the "National Movement", as Irakli Kobakhidze, in his political life, is known for his crude expressions. For instance, according to him, he always easily understands tricks of the opposition, as before they attack the managing party, they test these tricks within the party and they have already analyzed all kinds of focuses, disorders, disputes, debates, and other things happening within the party. In addition to it, he states that he does not like laughing publicly, but members of the opposition frequently make him laugh with their speeches, he makes efforts not to laugh and sometimes he covers his mouth with hand. Simultaneously, the anchorman agrees with him and expresses surprise how they stay serious in relations with such opposition.

Invitation of Irakli Kobakhidze is one of the best examples to illustrate opinions of the Professor Van Aelst; he separated methods of personification of hosting of politicians in entertainment-

humoristic talk shows. For instance, transferring of attention to individualism of the guest, making an accent on his skills and private life of a politician, as of an ordinary person, and a clear example of it we could see as Giorgi Gabunia and Irakli Kobakhidze were talking about his distinctive feeling of humor, origin (he is from Racha) and children. Accordingly, we can say the same about the Chairman of the Parliament of Georgia Shalva Papuashvili and his daughter, Elene Papuashvili when they performed a song after the program.

In hosting of politicians in night shows their approximation with the society is also essential, that was described by the Philosopher Doctor Magnus Danielson; he defined several methods applied by entertainment talk shows to represent politicians and political processes on top of them. One of them is showing of something “ordinary” as a specific one, striving for attribution and sympathies. The same opinion is developed by the Professor MacKernan who explains that politicians are singing, dancing in the entertainment programs to strengthen a social friendship with their electors. Their intelligence helps them to demonstrate themselves as ordinary people being good in singing and simultaneously to be developed into a rather distinctive and famous politician. The stated is proved by the example of visiting of the Parliamentarian and the Chairman of the Party “Georgian Dream” Mamuka Mdinardze of the “Night show Giorgi Gabunia”. In the dialogue conducted the Politician the guest talked about many themes, mainly actions of the oppositional politicians, current events and a plot broadcasted in the same period by other TV Channel concerning expensive footwear and vehicle of Mamuka Mdinardze which was resulted in broad social discussions”. “Night Show” turned to be a good space of communication where the politician managed to explain what had happened in fact, and besides to perform a Georgian song which is symbolic title: “God, bless being of Georgian people friendly”.

Among the above-mentioned general factors conditioning formation of the politician’s image, one of the most popular is involving of people in the political communication, that is a very frequent event in humoristic talk shows. One of the examples is “Vano’s Show” broadcasted on the air of the TV Channel “Mtavari Arkhi”. Famous people are met as guests; however, representation of desirable politicians is vividly reflected in the process of their selection. For example, “Vano’s Show” was hosting Tamriko Chokohonelidze, who, despite of being a person approximated with Bidzina Ivanishvili, she often makes critical statements in relation to the politics as well as to the “lock-down”. On the question why she does not participate in church singing during the Christmas Holiday in the Church of Saint Trinity, she answers and recognizes that the reason carries political character. The same situation is with other guests who are not directly involved in politics, for example Nika Kavtaradze, Eliso Kiladze, Beka Korshia, Gia Roinishvili and others. People who are successful and prominent in different fields are involved in political events and express their political positive, or negative moods. Accordingly, all this is reflected in representation of a definite politician in a positive or negative context.

In addition to the above-mentioned, in the period of the Elections for Self-Government in 2021, the “Nika Arabidze’s Show” on the TV Company “Formula” invited a Candidate for the Mayor from the Party “Lelo” Mamuka Khazaradze. He was enabled to talk on the issues of elections and to represent

himself, as well as his non-ordinary election campaign. He called up parents to leave their children with him and to go to elections and following that he was singing on the streets. By the end of the talk show he performed a song and based on this the anchorman confirmed his individualism in comparison with other candidates.

In discussion of representation of politicians, we should underscore the interview of the third President of Georgia Mikheil Saakashvili with Nika Arabidze. For this purpose, the anchorman personally visited Saakashvili in Kyiv. We can say that the guest was represented as a powerful, progressive leader and this narrative is strengthened with humoristic stories shared by him about his past “glory”. The stated direction was supported by Nika Arabidze solely. The respondent is joking, reminds funny stories about the former government of Georgia, as well as attitude to him. In the discussed dialogue all the above-mentioned methods are indicated, for instance Saakashvili and Arabidze remind their past, describe his mother, family and vine yard (confiscated by the Government), where we vividly see its political ground. In the same dialogue, another one issues is separated, - respondent’s over to domestic animals. Mikheil Saakashvili’s cat appears in the cadre which is mentioned by the President with great love, he twiddles, and admires. We can say that in the interview with the Ex-President different methods of representation are applied, - focusing on his past, narrating of funny stories, prioritizing of his hobby, love to domestic animals and others, but each of them reflected his political interests and political attributes.

In summarizing of the article it is vivid that for strengthening of communication with the electors and representation of oneself politicians frequently visit humoristic talk shows where they apply the adopted and recognized method to demonstrate themselves from a desirable viewpoint in front of viewers. Simultaneously, it is noteworthy that on top of humor they manage to talk about politics, that, from one side, is covered, but with a purposeful narrative. Politicians feel free in humoristic talk shows, have a friendly attitude from the anchorman who often acts as their like-minded persons that have an additional impact on their positive image. Currently, intersection of politics and humor becomes mutually beneficial and for representation of a politician – humoristic discourse becomes the most favorable way.

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პოლიტიკური სუბიექტების რეპრეზენტირება მედიის იუმორისტულ დისკურსში

მარიამ მხითაროვა

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აბსტრაქტი

დღესდღეობით თანამედროვე პოლიტიკური კომუნიკაცია მეტად შეიცვალა, რაც მისი გამოხატვის საშუალების ახალ ფორმებს გულისხმობს. მთავარი მიზანი უცვლელია - პოლიტიკურ პროცესებზე ზემოქმედების მოხდენა; იქნება ეს საზოგადოებრივი აზრისა თუ მასობრივად განწყობის შეცვლა. აღნიშნულის გათვალისწინებით წარმოდგენილია პოლიტიკური კომუნიკაციისა და პოლიტიკური სუბიექტების წარმოჩენა სწორხაზოვანი კომუნიკაციის პროცესის გარეშე, სადაც მედია მთავარი შუამავალია. პოლიტიკოსისათვის დიდი აუდიტორიის ნდობის მოსაპოვებლად მედია მთავარი პლატფორმა გახდა.

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