PERSUASION TECHNIQUES IN MEDIA COMMUNICATION OF POLITICIANS

Monika Hossová – Jakub Glajza

ABSTRACT:
The objective of the study is to examine usage of persuasion techniques in media communication of politicians. The research sample consists of media statements of selected Slovak politicians on social networks. The selected politicians are the winners of the most recent election conducted on the territory of the Slovak Republic, i.e. election to the higher territorial units in 2017. We have chosen to analyze the issue mainly due to the fact that, in contemporary society, we often encounter negative ways of influencing a recipient, like for example, manipulation, propaganda, or scaremongering. Persuasion can generally be considered a means of persuading, while the actual conviction is based on a free and reasoned decision of the recipient. Political communication and election campaigns in Slovakia and in the world provide a vast space to analyze the means of public figures trying to win a recipient, in this case, a voter. We approach the research through a method of content analysis. We have analyzed media communication of the winners of the election to the higher territorial units 2017 on social networks in the pre-election week. The result of the research and this study is an evaluation of occurrences of persuasion techniques used most frequently by the selected politicians in Slovakia.

KEY WORDS:
media communication, persuasion, persuasion techniques, politicians, politics, social media

1 Introduction

The term persuasion comes from the Latin word *persuasio*, which could be translated as an act of persuading, convincing. Persuasion is a process, where the main motive is talking a recipient round; convincing, mentally influencing, guiding, or directing someone from one place to another.[1] In comparison with other forms of (interpersonal) influencing, persuasion is of a more positive character. Grác asserts that "*persuasion is an action of influencing by which the recipient, under the influence of the persuader, is voluntarily and participantly ascertaining validity of a certain attitude.*"[2] Ilowiecki and Zasępa claim that if we understand persuasion as a kind of an art in which an individual tries to win a recipient through arguments,

---

1 PETRANOVÁ, D., VRABEC, N.: *Persuázia a médiá*. Trnava : FMK UCM in Trnava, 2013, p. 11.
2 GRÁC, J.: *Persuázia ovplyvňovanie človeka človekom*. Martin : Osveta, 1985, p. 16.

there is nothing wrong about that.[3] However, a rule applies that this process must be voluntary and conscious by the recipient. O'Keefe also speaks of voluntariness. He defines persuasion as an attempt to influence a mental state of another person or a group of people through communication where the person being persuaded has a certain extent of an emancipated choice and their decision is free.[4] Besides voluntariness, characteristic features of persuasion are also interest, participation, certainty and reasonableness. Due to these features we can, consequently, distinguish persuasion form other forms of influencing, like e.g. manipulation.[5] Manipulation can generally be characterized as an unfair communication without stating meaningful arguments and without recipient's awareness of being manipulated, while the ambition of the manipulator is to achieve their own goal. *"The manipulator wants to excite the emotions against the real interests of the recipient who is being influenced."*[6]

For an appropriate introduction to the issue, it is also essential to define the term political communication. Under this term we understand a means of transmitting important and vital information, necessary to achieve political goals and stability of the society. The main objective of such political communication, in general, is to influence individual opinions and group positions of people that play a key role in realization of political goals. The ability to affect and influence subjects in a desired way, connected to an emotional side of these subjects, is a fundamental element of political communication.[7] Political communication, carried out through public appearances, debates, and in the media, is closely linked to political marketing, but often also to propaganda, manipulation, political advertising and persuasion. Political marketing is then considered a complex of theories, methods, strategies, techniques, and social procedures being used to persuade voters to express their support for a certain politician or political subject.[8]

3   ILOWIECKI, M., ZASĘPA, T.: *Moc a nemoc médií.* Bratislava : VEDA, 2003, p. 35.
4   O'KEEFE, D. J.: *Persuasion: Theory and research.* Thousand Oaks : SAGE Publications, 2002, p. 5.
5   GRÁC, J.: *Persuázia ovplyvňovanie človeka človekom.* Martin : Osveta, 1985, p. 17.
6   KOSZEMBAR WIKLIK, M.: Controversial Themes in Advertisements: On Manipulating the Emotions of Audiences and Extending the Boundaries of the Social „Taboo". In *Communication Today*, 2016, Vol. 7, No. 1, p. 20.
7   ŠTEDROŇ, B. et al.: *Politika a politický marketing.* Bratislava : C. H. Beck, 2013, p. 19.
8   ULICKA, G.: Politický marketing. In JABLOŃSKI, W. (ed.): *Politický marketing, úvod do teórie a praxe.* Brno : Barrister & Principal, 2006, p. 12.

1.1 Persuasion and persuasion techniques in political communication

Naturally, persuasion techniques are an integral means of the persuading process. Their classification is relatively diverse; however, they are generally divided into basic, intermediate and advanced persuasion techniques. Some of these techniques occur exclusively in marketing communication and product sales promotion; others have found their place also in political communication and media appearances of politicians. In Table 1 we introduce characteristics of persuasion techniques that are used in political communication the most frequently.

Table 1: Persuasion techniques in political communication

Basic persuasion techniques	
Intensity	Reinforcing an effect of a statement by superlatives, comparatives, exaggeration or extolling.
Repetition	Repetitive displaying and presenting of a message, image, key word etc. In political communication, it is mostly repetition of political mottos, slogans, and key words representing societal problems which the politician aims to solve (e.g. jobs, unemployment, infrastructure etc.).
Explicit claims	Exact and specific claims about quality, reliability, or effect. They should be precisely verifiable. In political communication, we encounter usage of explicit claims as guarantees for a voter (e.g. *If I am elected, I vouch for the unemployment decrease by 5%*), but also using statistical data in speeches.
Experts	Presence of experts (professionals) on billboards or in advertisements of political candidates means that this expert supports the political party or an individual in question. Experts, in a way, lend their credibility to the presented candidates and ideas. It is a form of testimonial. In certain circumstances, celebrities or plain folks can also be considered experts.
Plain folks	It is based on recipient's confidence in regular people and authenticity of their story. A politician using this technique often refers to their meetings and negotiations with ordinary citizens, listening to their demands, requests and complaints.
Intermediate persuasion techniques	
Flattery	In political communication it represents a politician's effort to put themselves in voter's shoes or appealing to sensitive side of citizens (e.g. hard work, insufficient money – *We know how hard you work! You deserve more!*). It arouses sympathy of the recipient. It can also be applied on the politician, mostly when they emphasise their successes and virtues.
Rhetorical questions	They create a feeling of agreement with the speaker; build trust and impression that the politician is able to solve a situation even before they suggest a concrete solution.
Symbols	They have an emotional effect and evoke associations. These could be connections associated with family, home, life style, social status, etc.
Bribery	A politician offers or promises a certain benefit if a citizen gives him their vote. In some way it is a condition/guarantee in a sense: being elected = fulfilling promises.

Name-calling	Rejecting a concrete person, group of people, or ideas by linking it to a negative symbol or disparaging it. In political communication it can lead to personal attacks. It is connected to usage of adjectives with negative connotations, e.g. inefficient, passive, and extreme. Example: *Previous government managed the country in a non-transparent way, inefficiently, and selfishly! That must change!*
Advanced persuasion techniques	
Scapegoating	Labelling a concrete person or a group of people as an origin or reason of a problem. "Elimination" of this person then, at first sight, creates an impression of elimination of the problem. It could be, for example, blaming the head of a ministry for high unemployment rate in a region, although, in reality, it is a complex problem that a single person is not solely responsible for.
Cause vs. Correlation	The essence of this technique lies in interchanging causality and mutuality of relationships (correlation). Causes of some state can be exchanged for consequences of this state in an attempt to persuade the audience. E.g. *In last 5 years, unemployment rate has reached record-high numbers. XY has been a prime minister for the last 5 years. Therefore, prime minister XY is responsible for the increase.* In reality, it is an incorrect interpretation of relations.
Group dynamics and Majority belief	Connected persuasive techniques based on a fact that everyone is highly influenced by what other people do and think. If a high enough number of people believe something, we find it easier to regard it as true. A politician, in this case, refers to the belief of majority of their supporters.
Denial	Is often connected to personal attacks and is used to avoid argumentation or responsibility for something. A politician can, for example, say *I will not discuss my opponent's marital issues.* On the outside, he tries to avoid argumentation and explanation of the problem, although he has just brought up the topic and "attacked" his opponent.

Source: *Media Literacy Project*. [online]. [2018-03-13]. Available at: <http://www.nmmlp.org/media_literacy/language_persuasion.html>.

2 Methodology

The objective of the study is to identify the most frequently used persuasion techniques in media communication of selected Slovak politicians. Based on the theoretical knowledge, we analyse the extent of using these techniques in communication of politicians on social networks. We have decided to analyse media communication because electronic media and new media currently play an important role in public opinion formation and they influence our perception of the world.[9] Through the content analysis of a sample of media statements of selected politicians, we analyse the current state of the issue, namely, what persuasion techniques these politicians use most frequently.

---

9   SOLÍK, M., VIŠŇOVSKÝ, J., LALUHOVÁ, J.: Media as a Tool for Fostering Values in the Contemporary Society. In *European Journal of Science and Theology*, 2013, Vol. 9, No. 6, p. 71.

We have chosen the method of content analysis as a quantitative research method, which allows us to evaluate the percentage of occurrences of using persuasion techniques.

The research sample consists of selected Slovak politicians and their media communication during the election campaign. The selected politicians are the winners of the election to the Higher Territorial Units in Slovakia (HTU), which took place on 4th November 2017: Ján Lunter (independent candidate, Banská Bystrica Region), Juraj Droba (SaS, Bratislava Region), Rastislav Trnka (independent candidate, Košice Region), Milan Belica (SMER-SR, Nitra Region), Milan Majerský (KDH, Prešov Region), Jaroslav Baška (SMER-SD, Trenčín Region), Jozef Viskupič (SaS, Trnava Region), Erika Jurinová (SaS, Žilina Region). We have chosen the selected sample of politicians on the basis of the election to HTU being the most recent and actual election in Slovakia. In regard to the fact that these politicians are the winners of the election, we can assume that their persuasion techniques were more successful than those of the other candidates. In our research we analyse media statements and communication of politicians on the social network Facebook during the pre-election week (28.10.2017 – 4.11.2017). We carry out an analysis of Facebook pages of the winners, where they shared information related to their candidature and through which they attempted to impress and win voters.

3 Analysis of persuasion techniques in media communication of politicians

We are conducting the research of persuasion techniques usage in media communication of the winners of the election to HTU 2017 through the method of content analysis. We are analysing the posts of the politicians on their official pages on the social network Facebook in the week from 28.10.2017 to 4.11.2017, i.e. in the pre-election week. To identify individual techniques, we are using a document of *Media Literacy Project,* through which we have defined the persuasion techniques stated in the Table 1. Facebook profile of the election winner in the Banská Bystrica Self-Governing Region, Ján Lunter, is named *LUNTER for a good region.* This politician used persuasion techniques 102 times in 19 posts in the period under investigation. They were most often the basic persuasion techniques; however, there were some techniques from the group of intermediate and advanced techniques, e.g. *intensity, plain folks, experts, repetition, flattery, symbols, bribery, rhetorical questions and scapegoating.*

We consider using the technique *repetition* the most prominent example, where the politician accentuated the main message the most frequently (e.g.

"Let's not leave anything to chance today. [...] Today, we cannot leave anything to chance!"). As a *symbol*, he used e.g. children and their future (*"Today, it is being decided how living here is going to be for next 5 years for us – and whether our children will want to live here too."*) We also recognize the politician identifying himself with *plain folks* (*"I have voted first thing in the morning and I call on you, friends, come vote!"*) and using the technique *experts/celebrities*, where the politician emphasises support from a popular figure (*"Also Daniel Majling, dramaturge of SND, born in Gemer, will travel home to Revúca to give his vote."*) We can find *flattery of* himself and *bribery* in a form of offering guarantes in the statement: *"I have built a successful company literally out of nothing: today it is exporting to 5 countries and provides jobs for 200 people. [...] If I am elected, I will work hard for you for 5 years. And my works brings results."* From the advanced persuasion techniques, using the technique of *scapegoating* in combination with *rhetorical question*, where Lunter blames a concrete person for the existing state of things, stand out the most (*"What is the current chairman doing about it? He is spending money, which he could have used to solve this crisis, on road repairs – because he has ineptly lost EU funds intended for roads. And when the management of DSS Slatinka has written a successful EU funding project worth 2.4 million EUR by themselves, he refused to sign it and has been blocking it for 4 years."*). We present the graphical display and percentage evaluation of the content analysis of Ján Lunter's statements on the social network in Chart 1.
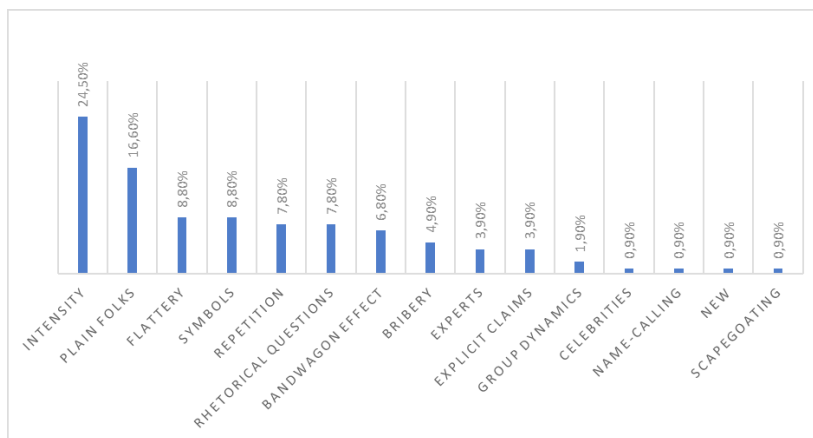

Chart 1: Persuasive techniques in communication of Ján Lunter – Facebook profile LUNTER pre dobrý kraj

Source: own processing, 2018.

Juraj Droba, the winner of the election in Bratislava Region, communicated with his voters on Facebook through his profile named *Juraj Droba*. During

the researched time period, he published sixteen posts. In these posts, we have identified 49 cases of persuasion techniques, in particular basic and intermediate techniques: *experts, celebrities, intensity, rhetorical questions, symbols, bribery. Intensity* is visible in attempts to reinforce what has already been stated (e.g. *unexpectedly massive wave of support*). More frequently, Juraj Droba, in his posts, used techniques *experts* and *celebrities*, these being well-known figures, sportsmen, celebrities from cultural sphere and other politicians, who expressed their support for the candidate. We have identified *bribery* in the promise of the politician: *"I promise I will not disappoint you."* In his communication on the social network, *rhetorical questions* were also present ("*Do young people really want it all right now and are not willing to do anything for it?"*). We also regard a video-recording posted on the social network, where the politician is posing as an ordinary person and is helping activists with a clean-up of a city district, as a persuasion technique. Graphical display and percentage evaluation of the content analysis of Juraj Droba's communication on social network is shown in the Chart 2.
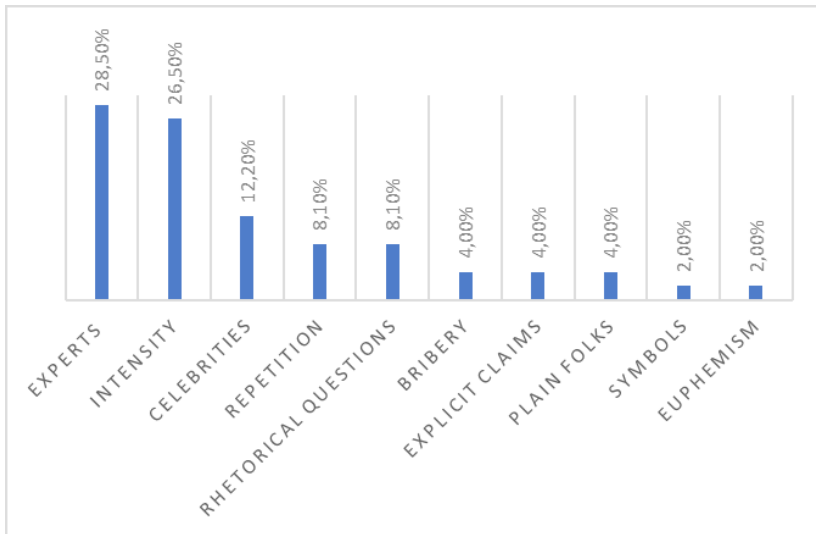

Chart 2: Persuasive techniques in communication of Juraj Droba – Facebook profile Juraj Droba
Source: own processing, 2018.

Rastislav Trnka is the winner of the election in the Košice Self-Governing Region. His Facebook profile is called *Rasťo TRNKA*. His usage of persuasion techniques is the most pronounced of all of the surveyed politicians, they were used as many as 171 times in 33 posts. Most often, the politician used

basic and intermediate persuasion techniques: *intensity, experts, repetition, symbols, flattery, simple solutions, scapegoating.* We have evaluated usage of the same hashtags in individual posts (#JeČas, #JeČasRozhýbaťNášKraj) as *repetition.* He used *flattery* of himself, as well as others, e.g. *"I am glad that I have come out as the MOST ACTIVE representative, although I am the youngest among my colleagues."* The technique *rhetorical questions* also occurred relatively frequently (*"Are you asking how regional office can help the entrepreneurs in the region?", "Has a candidate for a region chairman ever phoned you before?"* Usage of the technique *plain folks* is also apparent, the candidate putting himself into this position (*"I am Rasťo Trnka and I am an Easterner. I was born in the east, grew up here and got married here this summer."*) We have identified *intensity* and *bribery* e.g. in the following statement: *"I strongly believe that I will get a chance to be a "public servant of people" and together we will get the region moving, as we can see it happening abroad. Actively, honestly, and conscientiously. I have a clear plan and I am ready to take responsibility for my actions."* Besides the aforementioned, he also used the technique *experts*, e.g.: *"I am proud to have a person like Jozef Ondráš, the founder of IT sector in Košice, on my team. He presently employs more than 11 000 people and creates 17-18 % GDP of the whole region."* We present the graphical display and percentage evaluation of the content analysis of Rastislav Trnka's posts on social network in Chart 3.
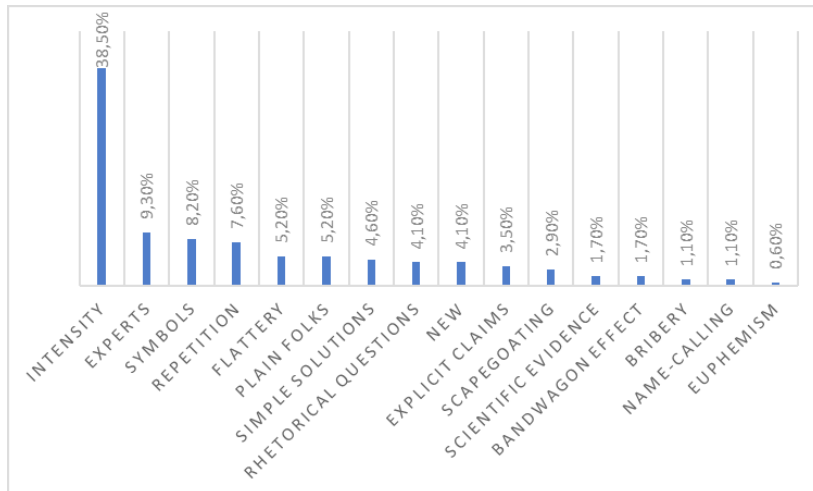

Chart 3: Persuasive techniques in communication of Rastislav Trnka – Facebook profile Rasťo TRNKA

Source: own processing, 2018.

The winner of the election in the Nitra Region is Milan Belica. On his Facebook profile *Župan Belica,* he does not give much weight to communication with the voters. During the pre-election week, Belica published only one post and had published only six in the month before. In the post in this period we have recognized these techniques: *intensity, flattery, bribery* and *explicit claims.* These techniques appeared in a post addressed to the elderly: "…*they are very active and extremely capable. [...] I would like to thank for pleasant moments and I am certain that we will pay as much attention to them in the future as we have so far."* We see *explicit claims* and *flattery* of himself in a statement: *"It is a joint project of both countries, its construction will be paid by the EU within the Connecting Europe Facility and it should be finished in 2019. Our region will benefit from better transportation availability and I am happy to have been a part of it."* Graphical display and percentage evaluation of the content analysis of Milan Belica's posts on social network are presented in Chart 4.

Chart 4: Persuasive techniques in communication of Milan Belica – Facebook profile Župan Belica

Source: own processing, 2018.

Another politician less active on the social network is the election winner in the Prešov Region, Milan Majerský. On his Facebook profile *Milan Majerský,* he published only six posts during the period considered. In these posts he used techniques: *intensity, experts, simple solutions* and *Bandwagon effect.* We have identified *intensity* in the post: *"It has been a long journey; we started in summer and are finishing in winter coats. We have met many interesting people, heard various opinions, and seen beautiful places. I hope it will bear necessary fruit. THANK YOU."* The most frequently appearing technique is *experts*, in statements being combined with the technique *simple solution*: *"Change can happen only by joining forces. I want to thank Ľubomír Galko for*

his support. Strength lies in unity!" In his other posts, the politician published videos of politicians and well-known people, who can be regarded as experts (Marek Michalčík, Richard Vašečka, Maroš Čaučík, Ľubomír Galko, Veronika Remišová), expressing their support. Graphical display and percentage evaluation of the content analysis of statements of Milan Majerský on the social network is presented in Chart 5.
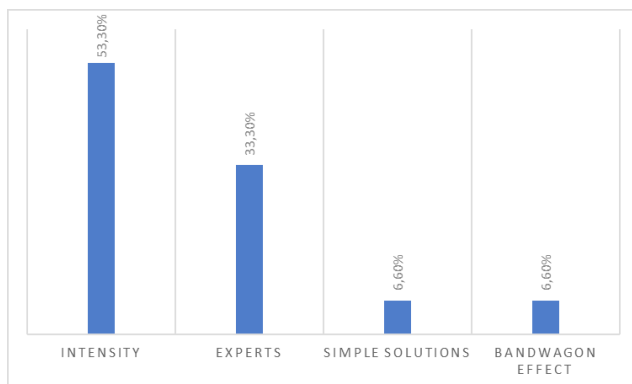

Chart 5: Persuasive techniques in communication of Milan Majerský – Facebook profile Milan Majerský

Source: own processing, 2018.

Jaroslav Baška, winner of the election in Trenčín region published only seven posts on his Facebook profile *Jaroslav Baška* during the reference week. In his posts, he used the following persuasion techniques: *intensity, explicit claims, flattery, and symbols.* As an example of *flattery* of his person, we offer a part of his statement in a form of a video: *"In last four years we have done a lot of work in the Trenčín Region. I know Trenčín Region very well and I understand what it needs."* We can also recognize *intensity* in words *very much* and *very good*. Explicit claims, intensity, and flattery are present in a post: *"During summer, I have visited all 276 cities and municipalities in our region and you have approached me with many suggestions, either in person or through these cards. I have received a really huge number of them from you and, now, I can contently state that I have honestly replied to every single one which contained contact information and together we have moved the solution of many suggestions forward."* The politician used the technique *experts* in a video of the Prime Minister Fico showing him his support. We provide the graphical display and percentage evaluation of the content analysis of Jaroslav Baška's statements on the social network in Chart 6.
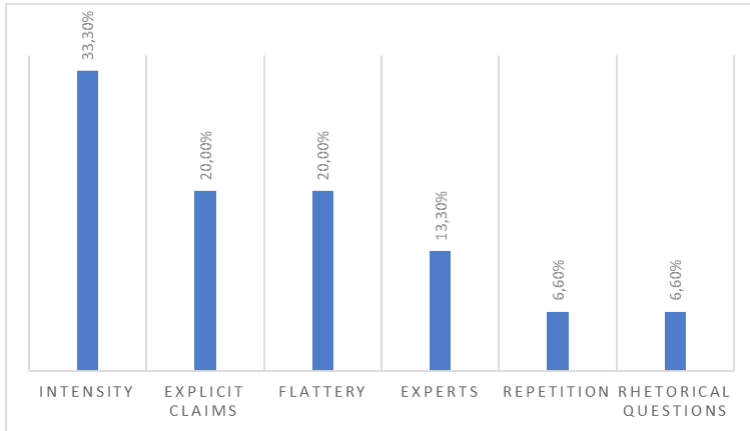
Chart 6: Persuasive techniques in communication of Jaroslav Baška – Facebook profile Jaroslav Baška

Source: own processing, 2018.

Another active politician in the social networking environment is the winner of the election to the HTU in Trnava Region, Jozef Viskupič. His Facebook profile *Jozef Viskupič*, in the surveyed week, contained 19 posts in which persuasion techniques were used 80 times. The techniques used by the politician most frequently are: *intensity, repetition, explicit claims, experts, rhetorical questions, bandwagon effect,* and *scapegoating.* We have evaluated using the same hastags in posts as *repetition* (*#nenechajtotak*, *#trnavskyzupan, #spolutvorimekraj, #stvrtynovember*, *#zmenajenadosah*). As an example of *intensity* and *bandwagon effect* (*be one of us*), we have identified an expression in the statement: *"Tomorrow, don't sit at home and come vote. You don't have to vote for lesser evil, you can vote for greater good :). Life is about perspective. Change is within reach and every vote is important."* We can see *flattering* himself combined with the technique *plain folks* in the statement: *"… I have personally travelled across the whole region. From south to north.* (intensity and flattery) *I value each village and every town. I have talked to you, have listened to what worries and pleases you* (plain folks).*"* We have found the technique *bandwagon effect*, also referred to as *be one of us,* in encouraging voters to take part in the election: *"I would like to thank you and I believe that we will make it. That, together, we will change our region for the better. Your confidence is a great obligation and I will do everything possible not to disappoint you!"* He used the technique *rhetorical question* on several occasions, e.g.: *"Do you know what falls under competence of a regional office?"* The technique *experts* is also present in posts where e.g. the parliament member Matovič or the Mayor of the City of Trnava state

their support for Viskupič. Graphical display and percentage evaluation of the content analysis of Jozef Viskupič's communication on the social network are presented in Chart 7.
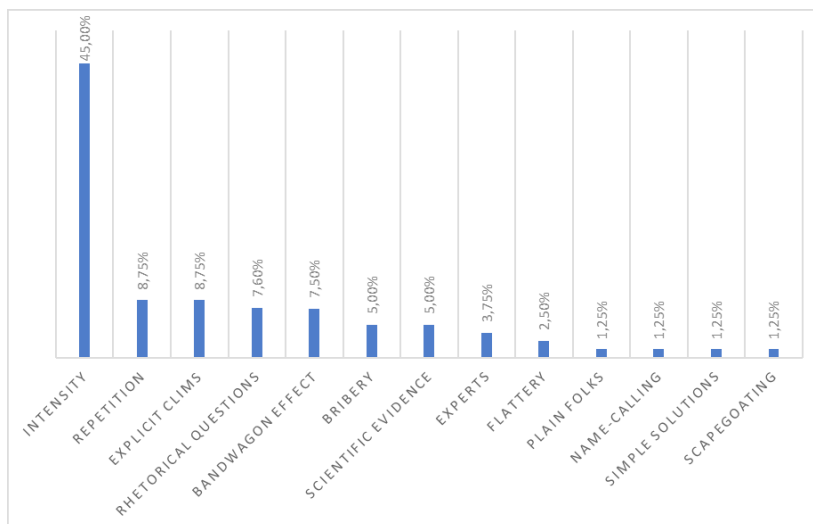

Chart 7: Persuasive techniques in communication of Jozef Viskupič – Facebook profile Jozef Viskupič

Source: own processing, 2018.

Erika Jurinová, the winner of the election in Žilina region, during the pre-election week, published 31 posts on her Facebook page *Erika Jurinová* and used persuasion techniques 115 times. The most frequently used techniques are: *intensity, repetition, plain folks, symbols, flattery, name-calling, scapegoating.* Overall, the most prominent techniques used are *intensity* and *bribery*, e.g.: *"Change is within reach; when people in Žilina Region come together, they can accomplish great things. In no other region is the battle as close as in the Žilina Region. People evidently strive for change for the better and it is literally on the verge of happening. Every single vote can be the decisive one.";* *"THOUSANDS MEETINGS AND CONVERSATIONS. During the last two weeks, with our team and our candidates for the representatives, we have personally visited every district town of our region. We have heard hundreds of stories, shaken many hands, and handed out even more cakes.";* *"I want to declare that if I am elected as a chairman, I will take all your suggestions into consideration and I will do everything possible to make your life in our region better and of higher quality."* The technique *scapegoating* occurs in an indirect accusation of the former chairman for not using the full potential of the region: *"The current chairman hasn't used high economic*

growth for the development of the region's potential, for improvement in the quality of services provided, and for building infrastructure." In video-posts, the candidate also used the technique *experts* and *plain folks*, as well as *flattery* of her team: *"In Orava, Liptov, Kysuce, and in Horné Považie, we have met people who yearn for change and we are bringing this change."* We present the graphical display and percentage evaluation of the content analysis of Erika Jurinová's statements on the social network in Chart 8.
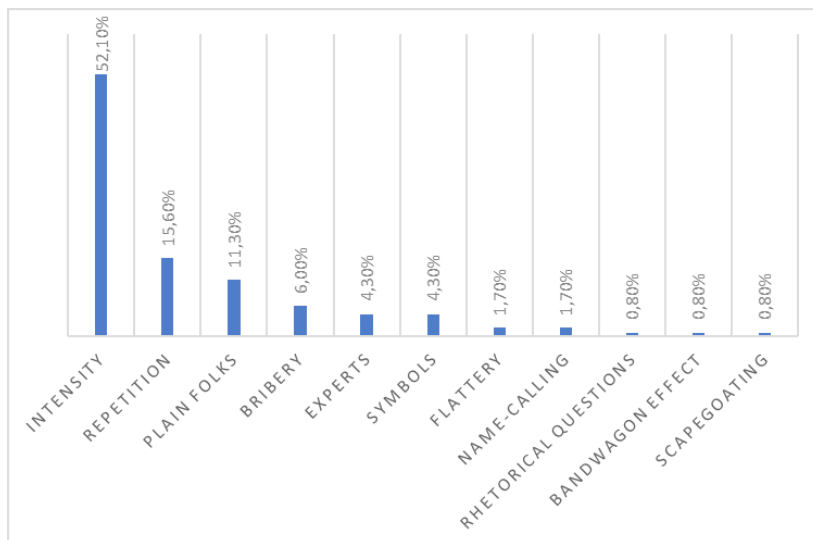

Chart 8: Persuasive techniques in communication of Erika Jurinová – Facebook profile Erika Jurinová
Source: own processing, 2018.

Conclusion

The objective of the study is to identify the most frequent persuasion techniques in media communication of the selected Slovak politicians on the social network. The study presents an analysis of the extent of persuasion techniques usage in pre-election communication of winners of the election to the Higher Territorial Units 2017 in Slovakia. Based on the results of the content analysis of media statements of the politicians, we present five most frequently used persuasion techniques (according to Media Literacy Project) in order: *intensity, repetition, flattery, rhetorical questions,* and *explicit claims.* In comparison with the other techniques, the occurrence of the technique *intensity* is the most visible. Based on this, we can state that politicians in

their political media appearances and statements often like to impact their voters by intensity expressed in their statements. It is an approach of affecting potential voters through several different methods, like e.g. using qualifiers and particles, superlatives, comparison, exaggeration, overstatements, hyperbole, dramatizing, as well as minimizing. The second most frequently used technique is *repetition*. According to Media Literacy Project, repetition is the reason that political slogans, messages, thoughts and ideas are able to work to such a large extent. Through enough repetition, they are brought into our attention and awareness, thus contributing to the persuasion process. In the third place is the technique *flattery*, which has proven that people like to use praising and compliments (whether regarding themselves or others), in an attempt to impress and gain attention and, primarily, people's votes.

Through the content analysis we have also created an overview of the three most frequently used techniques by each politician:
1. Ján Lunter: 1. intensity, 2. plain folks, 3. flattery/symbols;
2. Juraj Droba: 1. experts, 2. intensity, 3. celebrities;
3. Rastislav Trnka: 1. intensity, 2. experts, 3. symbols;
4. Milan Belica: 1. intensity, 2. explicit claims, 3. bribery/flattery;
5. Milan Majerský: 1. intensity, 2. experts, 3. simple solutions;
6. Jaroslav Baška: 1. intensity, 2. explicit claims/flattery, 3. experts;
7. Jozef Viskupič: 1. intensity, 2. repetition/explicit claims/rhetorical questions, 3. bandwagon effect;
8. Erika Jurinová: 1. intensity, 2. repetition, 3. plain folks.

Based on the rate of using individual techniques, we can rank the politician according to the frequency of their usage of persuasion as a method of influencing: *1. Rastislav Trnka; 2. Erika Jurinová; 3. Ján Lunter; 4. Jozef Viskupič; 5. Juraj Droba; 6. Jaroslav Baška, 7. Milan Majerský; 8. Milan Belica.* From the conducted research and on the basis of results interpretation, we can state that persuasion as a means of influencing a recipient is indeed being applied in political communication. In light of this fact, it is necessary to pay more attention to this issue and, consequentially, to educating the recipient (in this case the voter) and encouraging their critical thinking. Although persuasion is considered a "positive" method of influencing, it is important to recognize individual techniques and, in particular, to be able to clearly distinguish it from other forms of influencing (e.g. manipulation and propaganda). Empirical research proves that citizens often regard politicians as manipulative.[10] Recipient's awareness and ability to verify

---

10 TURSKA KAWA, A., OLSZANECKA MARMOLA, A.: A Woman in Politics or Politics in a Woman? Perception of the Female Leaders of Polish Political Parties in the Context of the 2015 Parliamentary Election. In *Communication Today*, 2016, Vol. 7, No. 2, p. 69.

information they are presented with is also vital. In this connection, the level of media literacy of an individual and their ability of critical analysis of media content is important, as it is the media that play a crucial role in forming public opinion in the area of political and cultural life.[11]

Acknowledgement:

BIBLIOGRAPHY:

GRÁC, J.: *Persuázia ovplyvňovanie človeka človekom*. Martin : Osveta, 1985.
HORVÁTH, P., MELUŠ, M.: Media Games in the Background of Slovak Parliamentary Election in 2016. In *Communication Today*, 2017, Vol. 8, No. 1, p. 66-84. ISSN 1338-130X.
ILOWIECKI, M., ZASĘPA, T.: *Moc a nemoc médií*. Bratislava : VEDA, 2003.
KOSZEMBAR WIKLIK, M.: Controversial Themes in Advertisements: On Manipulating the Emotions of Audiences and Extending the Boundaries of the Social „Taboo". In *Communication Today*, 2016, Vol. 7, No. 1, p. 18-31. ISSN 1338-130X.
Media Literacy Project. [online]. [2018-03-13]. Available at: <http://www.nmmlp.org/media_literacy/language_persuasion.html>.
O'KEEFE, D. J.: *Persuasion: Theory and research*. Thousand Oaks : SAGE Publications, 2002.
PETRANOVÁ, D., VRABEC, N.: *Persuázia a médiá*. Trnava : FMK UCM in Trnava, 2013.
SOLÍK, M., VIŠŇOVSKÝ, J., LALUHOVÁ, J.: Media as a Tool for Fostering Values in the Contemporary Society. In *European Journal of Science and Theology*, 2013, Vol. 9, No. 6, p. 71-77. ISSN 1841-0464.
ŠTEDROŇ, B. et al.: *Politika a politický marketing*. Bratislava : C. H. Beck, 2013.
TURSKA KAWA, A., OLSZANECKA MARMOLA, A.: A Woman in Politics or Politics in a Woman? Perception of the Female Leaders of Polish Political Parties in the Context of the 2015 Parliamentary Election. In *Communication Today*, 2016, Vol. 7, No. 2, p. 66-77. ISSN 1338-130X.
ULICKA, G.: Politický marketing. In JABLOŃSKI, W. (ed.): *Politický marketing, úvod do teórie a praxe.* Brno : Barrister & Principal, 2006, p. 10-21.

---

11   HORVÁTH, P., MELUŠ, M.: Media Games in the Background of Slovak Parliamentary Election in 2016. In *Communication Today*, 2017, Vol. 8, No. 1, p. 67.

Contact data:
Mgr. Monika Hossová, PhD.
University of Ss. Cyril and Methodius in Trnava
Faculty of Mass Media Communication
Námestie J. Herdu 2
917 01 Trnava
SLOVAK REPUBLIC
monika.hossova@fmk.sk

Mgr. Jakub Glajza
University of Ss. Cyril and Methodius in Trnava
Faculty of Mass Media Communication
Námestie J. Herdu 2
917 01 Trnava
SLOVAK REPUBLIC
jakub.glajza@gmail.com