

POLITICAL BRAIN IN THE ELECTORAL PROCESSES.

Vote Emotions In The Campaign For The Presidency Of The Republic In Mexico, 2018

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DOI: doi.org/10.22395/anqr.v17n34a3



RESEARCH

The electoral processes in Mexico during the 21st century have been characterized by a high level of uncertainty regarding the motivations and conditions in which citizens issue their vote.



TOOLS

It was decided to apply the qualitative methodological approach, because the discursive strategies used by one of the candidates for the Presidency of the Mexican Republic, Andrés Manuel López Obrador, who is at the head of all the surveys carried out in Mexico, are analyzed.



ANAGRAMAS

RUMBOS Y SENTIDOS DE LA COMUNICACIÓN

REVISTA CIENTÍFICA

Emotions

Vote definition

OBJECTIVE



Identify the role of emotions in the political-electoral definition of Mexicans for the 2018 elections, in order to demonstrate that it is an emotional choice rather than rational



RESULTS



Recent studies conducted in the field of neurosciences, which show the decisions made by human beings, are not specific products of reason, but rather the emotions that are triggered, among other actors, by the media and social networks.

