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Nota di contenuto	1. Introduction: A campaign (more or less) about the European Union -- 2. The First European Election Campaign in the Time of Social Media -- 3. Getting More Intense: Quantitative and Qualitative Dynamics of Political Communication on Facebook -- 4. Visual Personalization in the 2019 EU Election Campaign -- 5. Gender and Multimodality in 2019 European Parliament Election Campaign -- 6. The climate of public opinion and emotional strategies in 2019 European Parliament election campaign -- 7. Attacking each other, attacking Europe - Negative advertising in the 2019 European election -- 8. Green as Greta? Environmental Issues in the 2019 European Election Campaigns -- 9. A Gulf Across the Irish Sea? The European Election Campaigns in the United Kingdom and Republic of Ireland -- 10. Multicultural Representations in the 2014 and 2019 European Parliament Election Campaigns -- 11. Campaigns without Frontiers? The Europeanisation of the 2019 Elections based on the appearance of foreign public figures

in national campaigns -- 12. Similar Aims, Different Approaches: An Analyze of Campaign Video Ads in the Baltic States -- 13. Online Parties and Digital Campaign -- 14. Europe or Homeland? How populist right-wing parties in national governments campaigned on Facebook in the 2019 European elections -- 15. Talking about 'International Sovereignty'. A comparative analysis of the Identity and Democracy parties campaigning in the 2019 European Elections -- 16. Campaigning for Europe 'after' the Economic 'Crisis': The Cases of Greece and Portugal -- 17. Between Euroscepticism and Euro-optimism in Newer EU Member States.

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#### Sommario/riassunto

The 2019 European Electoral Campaign: in the time of populism and social media examines political advertising during the 2019 elections to the European Parliament, which has become the largest supranational campaign of its kind in the world. Based on a research project funded by the European Parliament, and an archive of more than 11,000 campaign items, the book draws on results from a major content analysis covering every one of the 28 member states involved. The 2019 European Electoral Campaign delivers a unique comparative assessment on the state of political communication within a European Union convulsed by momentous change. This book will be of interest to scholars, researchers and students of political communication, media, political science, history, European (Union) studies as well as a wider readership including politicians, political strategists, and journalists.

Edoardo Novelli is Professor at the University Roma Tre, Italy, where he teaches Political Communication and Media Sociology. His research interests focus on political communication, history of propaganda, electoral campaigns and on the relationship between politics, media and images. He is the responsible for the digital archive of Italian political commercials ([www.archivispotpolitici.it](http://www.archivispotpolitici.it)) and principal investigator of the European Election Monitoring Center 20-23 ([www.electionsmonitoringcenter.eu](http://www.electionsmonitoringcenter.eu)). Bengt Johansson is Professor in Journalism and Mass Communication at the University of Gothenburg, Sweden. His research and teaching focus on political communication and crisis communication. He is currently co-editor of the Journal of Visual Political Communication and is the principal investigator of Swedish Media Election Studies. < Dominic Wring is Professor of Political Communication at Loughborough University, UK. His research and teaching interests are in politics, campaigning, advertising and public relations and recently he co-directed a real-time news media analysis of the 2019 General Election in the UK. .

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