

# Politicians, Personal Image and the Construction of Political Identity: A Comparative Study of the UK and Italy (Palgrave Pivot)

Archetti



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Is the media obsession with image leading to a degeneration of politics? Are politicians more concerned with their appearances than with policy substance? Through the evidence provided by over 50 interviews with politicians across the UK and Italy - local councillors, MPs and MEPs - this book provides a very different picture of the world of politics than the one we often cynically imagine. By relying on extensive excerpts from frank and colorful conversations with the interviewees, the analysis develops a new multidisciplinary model to understand the 'mediatization' of politics and the way the personal image of elected representatives is constructed in the age of interconnectedness.

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