Democracy at Work: Pressure and Propaganda in Portugal and Brazil addresses democracy both as an institutional value system and as a practice. How are the media exerting their mediation role? How are the media re-(a)representing the political world to society? Are different media voices offering diversified and complementary perspectives on politics? How is propaganda perceived within different democratic and economic contexts? Is political trust and mistrust shaping the strategy of propaganda? These questions are addressed in theoretical and empirical chapters in a book that addresses problems which are in need of urgent discussion, as their impact and consequences are deeply transforming politics and the way politics is communicated, lived and understood by its main actors.

Within this framework, Political Communication Studies has a major role in identifying and urging new diagnosis of, and insights into, the political and the media systems, and, above all, how both the people and political institutions can both survive crisis and improve democracy in the Lusophone world. This book aims at making a contribution to that acknowledgment.

Rita Figueiras
Paula Espírito Santo
Isabel Ferin Cunha

Rita Figueiras is a professor at the Human Sciences Faculty at the Catholic University of Portugal, coordinator of the PhD program in Communication Studies at the UCP and member of the board of the Research Centre for Communication and Culture (CECC). Her work focuses on political communication, political economy of the media and journalism, particularly in the areas of public opinion, pundits, electoral campaigns, and, more broadly, the relationship between the media and democracy. Along with journal articles and book chapters, she has published several books.

Paula Espírito Santo is a professor at the School of Social and Political Sciences (ISCSP) - University of Lisbon (UL), Portugal, and is Visiting Professor at several Universities abroad. She is a Researcher at the CAPP (Public Administration and Public Policies Centre), in the areas of political communication, social sciences methodology and political sociology, including the study of political culture and party members. She conducted several national and international projects (such as about party supporters). Among her contributions there are several chapters and articles, in national and international journals, and several books, namely, Introduction to Methodology of the Social Sciences, Lisbon, Sílabo, 2010.

Isabel Ferin Cunha is associated professor at the University of Coimbra (UC), Faculty of Arts and Humanities (FLUC), Portugal, and is Visiting Professor at several Universities abroad. She was Vice Chairman of the Research Centre Media and Journalism (2004-2006; 2011-13) and has coordinated several projects approved by the Foundation for Science and Technology in Portugal, including the Project "Acts of Journalism and Democracy", "TV and Images of Difference" and "Journalistic Coverage of Political Communication". Among her contributions there are several chapters and articles, in national and international journals, and several books, namely, Coverage of Political Communication: political systems; media systems and legal framework, Lisbon, Altheia, 2014.
CHAPTER 5
TRUST IN LULA DA SILVA AND THE BRAZILIAN PRESIDENTIAL CAMPAIGNS

Helcimara de Souza Telles

Introduction

In 2006, Lula da Silva was elected president of Brazil for his 2nd term with more than 60% of the valid votes in the second round. But his party (PT) only obtained 83 of the 513 seats of the Chamber of Deputies, which was very fragmented: 21 parties got representation at the national legislative. A decisive factor for the government to organize a parliamentary majority came from the fact that the president conquered a consensual popular leadership facing the public opinion. As a result, his main measures could not be directly contested by the political class, under the risk of punishment of this class by the voters. New presidential elections would take place in 2010 and not only trust in Lula was high (84.9%) but also 48% of the electorate rated his political action as excellent (grade 10).

This article is a result of researches financed by the Fundação de Amparo a Pesquisa do Estado de Minas Gerais (Fapemig), by the Comissão Permanente de Pessoal Docente (Capes) and Fundação Carolina (Espanha), that provided me the necessary resources through the Projeto Pesquisador Mineiro (PPM) and the postdoctoral scholarship. I thank the Institute of Social, Political and Economic Researches - Instituto de Pesquisas Sociais, Políticas e Econômicas (IPESPE) for the given data on presidential elections.

DOI: http://dx.doi.org/10.14195/978-989-26-0917-1_5
The popularity of Lula has been a guiding factor for the rhetoric of his succession, as a strategy of clear opposition against the popular former president would reduce the reelection chances for the deputies and the election chances for the opposition candidate for president.²⁵

Chart 1: Trust in Lula da Silva – 1st Round, 2010


It was from the statement of the electorates’ trust in Lula that political parties organized their electoral alliances and adapted their political communication. The campaigns would be axed around ‘who would be the best to represent the improvements headed by Lula.’ The strategy centered on a leadership only has an impact on societies where voters tend to act independently of partisan orientations, which is the case for most of the Brazilian electorate, half of which has no preference for any political party.

²⁵ In Brazil, the elections for president and representatives take place at the same time. The presidential elections occur in two rounds and the elections of representatives are proportional elections with open lists.