



COUNTRY DATA-HUNGARY

ON WHICH DIMENSION IS THE CONTENT MAINLY FOCUSED? (V27)

legend

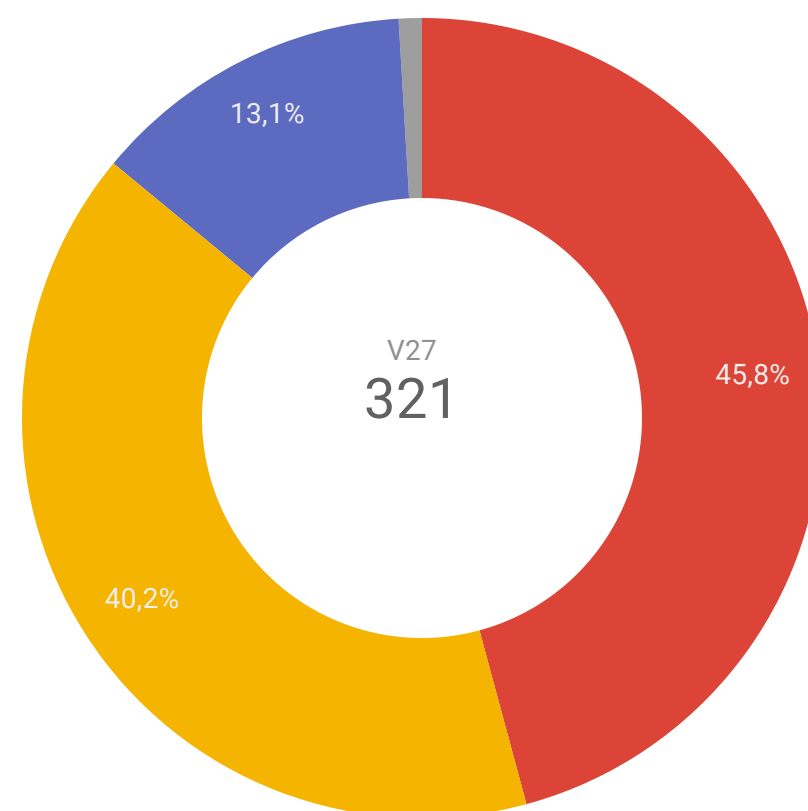
National

European

National/European

Extra EU

None

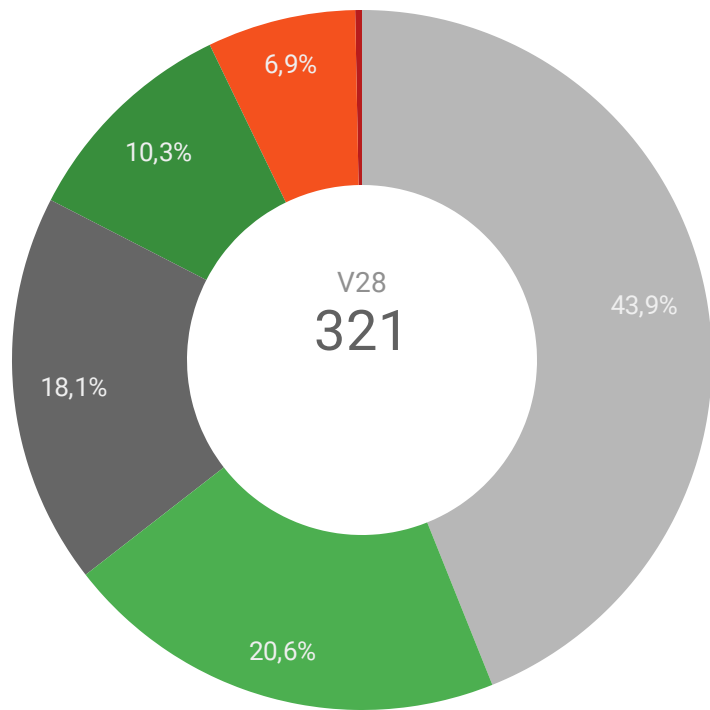


The topics that include Hungarian and European issues are dominating the campaign in Hungary, while the extra EU topics are not visible in parties' communication. However, the most used dimension is clearly the national, which are mostly used by Jobbik and partly MKKP joke party. On the other hand, the national and European elements are most visible in MSZP-P and Fidesz-KDNP campaign materials. The latter uses mostly the so-called European immigrant crisis to share topics that are including both dimension.

Regarding the European topics in the Hungarian campaign, the two leading parties are here the DK and the Momentum. DK has a different view on the future of EU, they proposing United States of Europe in their campaign, while the Momentum is mostly using Europe to present an example or speaking about the reform of EU funds. LMPs campaign is mostly about the climate change and if their communication uses Europe that should be in connection with the environment.

HOW IS THE EUROPE REPRESENTED? (V28)

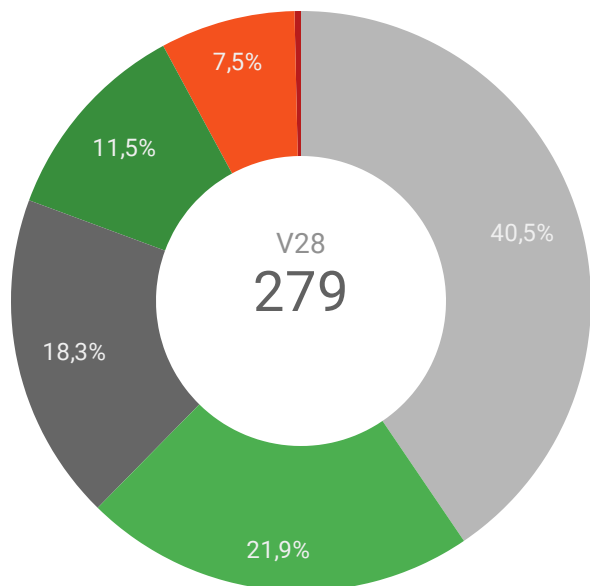
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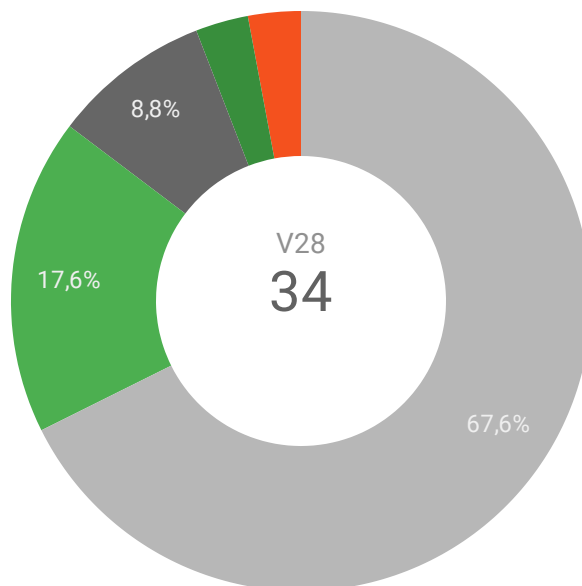
It should not be surprising that the campaign of Hungarian parties does not give much emphasis on positive or negative aspects of Europe. Previous campaigns were mostly about domestic issues, too. Anyhow, the positive campaign communication on EU is more visible this year, mostly because of Democratic Coalition (DK), which slogan is that they are the "most European party", while the Momentum Movement (Momentum) and Socialist - Dialogue alliance (MSZP-P) are using topics like welfare, social policies and environment to communicate pro-Union messages. On the other hand is the Fidesz-KDNP, where the topics of immigration and the 'European pro-immigration forces' make them to have negative messages on today's Europe while the possibility is always there in government parties' communication that the 'new', Europe lead by anti-immigration or 'christian' forces will be much better after the elections.

As it can be seen, Europe or the topic of the Union is mostly present in the campaign communication, although, it appears mainly in neutral context. If we look the different channels, the parties' Facebook channels are mostly used for positive messages regarding the EU, however, the negative aspects are the most dominant here, too. The campaigning on print material and in videos is more neutral on the topic of EU, while the positive aspects are emphasized, too. Most of the parties are using Europe on their print and in video materials, except one, the MHM (Our Homeland Movement), who is campaigning against the present and past prime ministers and governments.

HOW IS THE EUROPE REPRESENTED IN SOCIAL?



HOW IS THE EUROPE REPRESENTED IN PRINT?



HOW IS THE EUROPE REPRESENTED IN COMMERCIAL?

