

Affective Politics in Video Activism

Online videos play crucial roles in political communication, and even more so since social media are following the rule of 'video first' (Zuckerberg). They attract attention, activate the senses, provide evidence, condense meanings and mobilize audiences by triggering a wide range of political affects and emotions. Activist groups and NGOs have been among the first to use those potentials in creative and effective ways, thereby contributing to the emergence of various new video forms, genres, and

practices. The presentation suggests a model to explain the affective power of political videos and distinguishes between several affective strategies.

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