

Composition and communication, compositional analysis of the communicational pieces of the candidates for mayor of Riobamba in 2023

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Abstract

Generating communicational pieces based on compositional norms contribute to generating a better perception by people, in the political field it can generate better and greater options to be the main voting option. The research is based on determining how these compositional elements help make the message conveyed by the candidate easier to understand and be perceived by the voter. The use of biometric equipment determined the levels of attention and fixation that were had of each of the communicational pieces, through these equipment it was possible to verify the data collected in the investigation and generate a campaign proposal that would contribute to improve the perception of the voter towards the candidate.

Keywords: *communication, image, composition, politics.*

INTRODUCTION

The design of any communication medium includes any two-dimensional area that contains information: linguistic, iconic and chromatic. Starting from a principle that of organizing graphic elements through logical structure within the same area.

For the organization, the following must be taken into account:

- The medium on which it is to be designed (many media can be used in printed or digital

media and these must be adapted with modifications necessary for publication)

- Define a grid that helps distribute the information, so that each element has a hierarchy in the composition.
- Know the compositional elements that will be placed: text and image.
- Establish the type of design considering the message, the consumer and the objective of the project.

The compositional norms help any communication piece to organize the information, in such a way as to hierarchize texts or images through size, position and color, create a point of tension considering the first element that you want the target audience to observe, organize the information in such a way that its elements have an implicit rhythm and that this helps the information to be read in an intentional sequence and Finally seek a balance in the composition either symmetrically or asymmetrically, given one of these compositional rules make a visual message functional.

According to (Lasswell, 1948) The scientific study of the communication process tends to concentrate on one or the other of these questions. Academics who study the "who", the communicator, investigate the factors that initiate and guide the act of communication. We call this subdivision of the field of research control analysis. Specialists who focus on the "says that" participate in the content analysis.

According to (García, 2011) as cited in (Duarte, 2017) they note that, due to this importance of the politician in individual terms, his image becomes a constant concern and a priority from the point of view of advisors and strategists in electoral campaigns. However, personalization is not a new phenomenon. The concern for the image of the politician, which constitutes the innate way of expressing personalization, has always existed in politics; It changes the context, as well as the means to manage it.

Political communication studies the contradictory and complementary dimensions that arise in politics, information and communication in democratic systems. Thus, the development of politics that is becoming

increasingly complex and problematic with the participation of new social actors, the generation of new and greater demands, the increase in citizen participation and the demand for access to political information requires further studies and research in this specific field.

Image

According to (de la Fuente, 2019) Talking about "image" in political marketing does not mean referring exclusively to the campaign photo of a candidate, or to his electoral poster is also to allude to something much more global and rational, studied and decided by the campaign team as a whole. The "image" of a political man refers to everything that contributes to defining that public image of the person: all his physical aspects, whether positive or negative, his character and personality, his ideological identification, his speeches and his actions.

According to (Zarroquino, 2022) The term brand image corresponds to the way in which the public experiences the individuality of a product, service or company through a series of associations (positive or negative), regardless of the brand identity that the company has wished to convey. Elements such as time, experience, market competition or influence between consumers determine the distance that may occur between the brand identity sought by the advertiser and the final perception that, by way of expectations, the public may have of it.

According to (Seville, 2021) The image in general terms constitutes one of the most important elements in the communication of thought. Through it, those around us establish contact with that mysterious reality that is our own intimacy. Our appearance is the gateway, the personal hallmark of our identity, what

identifies and distinguishes us from others. But we cannot reduce the image to the appearance. On the contrary, the physical aspect becomes important as it leads or facilitates reaching what we really are. The image also manifests the different roles and functions that each human being assumes in a society.

The political image is based on a fundamental part such as political communication and above all has as its origin the political leaders. It must be said that political communication does not have a single definition, but we can say that this is an emerging science, which has nothing to do with politics, although it is true that politics mother all its strategies of psychology and marketing, since without a basis of psychology to be able to persuade the citizen and a good way to sell itself as provided by the basic notions of marketing (Seville, 2021).

METHOD

According to (Hernández et al., 2014) Exploratory studies are usually carried out when the objective is to examine a topic or research problem that is little studied or that has not been addressed before. That is, when the literature review revealed that there are only unresearched guidelines and ideas vaguely related to the study problem. For example, if someone wants to investigate what the inhabitants of a city think about their new mayor or governor and how he intends to solve the problems of it, he reviews the literature and finds that many similar studies have been done, but in other contexts (other cities in the same country or abroad).

According to (Hernández et al., 2014) the first level of scientific knowledge about a research problem is achieved through exploratory studies; They aim to formulate a problem to

enable more precise research or the development of a hypothesis. It allows the researcher to formulate hypotheses of first and second degrees.

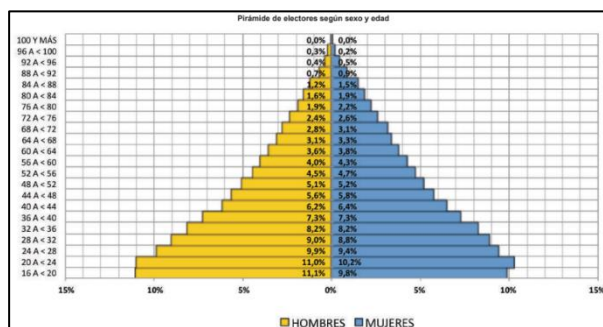
Population and planning, selection of sample size calculation

Total population of the city of Riobamba according to age 2023

The present table indicates the total population of the city of Riobamba described in the electoral rolls of the year 2023 by urban districts and rural parishes, data taken from the CNE page with the updated population figures.

Percentage of population by age

Figure 1: Percentage of population by age



Fuente: CNE, 2017.

Made by: Bonifaz Campos, Alejandra, 2023.

Table 1: Percentage of population aged 16 to 36

AGE RANGES	VOTERS	
	MEN	WOMEN
16-20 YEARS	11,10%	9,80%
20-24 YEARS	11,00%	10,20%
24-28 YEARS	9,90%	9,40%
28-32 YEARS	9,00%	8,80%

32-36 YEARS	8,20%	8,20%
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Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.

Table 2: Population aged 16 to 36 in the city of Riobamba

32 – 36	8,2	8,20%	17.005,00
28 – 32	8,8	8,90%	18.456,64
24 – 28	9,4	9,65%	20.011,98
20 – 24	10,2	10,60%	21.982,07
16 – 20	9,8	10,45%	21.671,00
TOTAL	97	49,828	99.126,68

Source: Work of Titulation.

Made by: Bonifaz Campos, Alejandra, 2023.

For the study in question, generation Z and Millennial were taken into account, which is comprised of people aged 16 to 24 and 24 to 36 years respectively, resulting in a population of 99127 inhabitants out of a total universe of 207378 inhabitants. In the aforementioned generations, 50% of the general population of voters in the city of Riobamba is contemplated, resulting in a public at risk.

Table 3: Total fixing time of Jhon Vinueza

Total Fixation Duration	IMAGE JHON V	JHON V BRAND	Average	Median	Sum	Total Time of Interest Duration	Total Recording Duration
Average	0,91	0,37	0,75	0,75	1,07	5,02	90,38
Share of Total Time (%)	79,44	20,56					
Percentage Fixated (n %)	100,00	100,00					
Variance	0,31	0,03	0,26	0,26	0,38	0,00	1640,25
Standard Deviation (N-1)	0,56	0,16	0,51	0,51	0,61	0,01	40,50

Source: Degree work.

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Research techniques

Biometric studies

Biometric devices are schematized in systems that perform biometric identification, that is , the devices have the objective of observing or identifying personal characteristics in a systematic way. Biometric devices in neuromarketing allow comparing the data collected in field research using statistically obtained data. To explore this research it is necessary to understand that there are different biometric devices that can intervene in neuromarketing studies. People can perceive different types of stimuli to analyze the level of attention and relaxation they have in front of them.

Procedure and technique

Results of analyses on biometric equipment

Analysis and interpretation of design results

After having carried out the biometric analysis with the Z and Millennial generations , it has been evidenced in the different target audiences:

Figure 2: Jhon Vinueza heat map



Source: Processing work.

Made by: Bonifaz Campos, Alejandra, 2023

Table 4: Total duration of fixation Patricio Arguello

Total Fixation Duration	IMAGE DUCK Ar	BRAND DUCK AIR	Average	Median	Sum	Total Time of Interest Duration	Total Recording Duration
Average	0,63	0,77	0,66	0,66	1,03	5,00	90,38
Share of Total Time (%)	47,93	52,07					
Percentage Fixated (%)	100,00	100,00					
Variance	0,27	0,31	0,15	0,15	0,59	0,00	1640,25
Standard Deviation (N-1)	0,52	0,56	0,39	0,39	0,77	0,00	40,50

Made by: Bonifaz Campos, Alejandra, 2023.

Figure 3: Patricio Arguello heat map



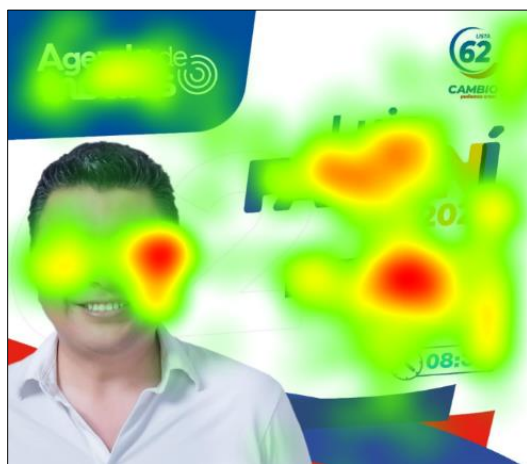
Source: Research work.

Table 5: Total duration of Luis Falconi fixations

Total Fixation Duration	LUIS F IMAGE	LUIS F BRAND	Average	Median	Sum	Total Time of Interest Duration	Total Recording Duration
Average	0,94	1,19	1,17	1,17	1,93	5,00	90,38
Share of Total Time (%)	42,30	57,70					
Percentage Fixated (%)	100,00	100,00					
Variance	0,61	0,68	0,78	0,78	0,87	0,00	1640,25

Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.

Figure 4: Luis Falconi heat map

Source: Research work.

Table 6 Total duration of fixation Luis Carvajal

Total Fixation Duration	IMAGE LUCHO C	LUCHO C BRAND	Average	Median	Sum	Total Time of Interest Duration	Total Recording Duration
Average	1,26	0,77	1,06	1,06	1,91	5,01	90,38
Share of Total Time (%)	63,98	36,02					

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Percentage Fixated (%)	100,00	100,00					
Variance	0,54	0,24	0,26	0,26	0,63	0,00	1640,25
Standard Deviation (N-1)	0,74	0,49	0,51	0,51	0,79	0,01	40,50

Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.

Figure 5: Heat map Luis C.



Source: Research work.

Table 7: Total duration of the fixations of the Mayoral Candidates

Total Fixation Duration	JHON VINUTEZA	LUIS CARVAJAL	LOUIS FALCONI	PATRICIO ARGUELLO	Average	Median	Sum	Total Time of Interest Duration	Total Recording Duration
Average	0,47	0,52	0,41	0,70	0,57	0,53	1,75	3,00	90,38
Share of Total Time (%)	21,33	22,70	17,04	38,93					
Percentage Fixated (%)	100,00	100,00	100,00	100,00					
Variance	0,12	0,11	0,07	0,27	0,08	0,08	0,34	0,00	1640,25
Standard Deviation (N-1)	0,35	0,34	0,27	0,52	0,28	0,29	0,59	0,01	40,50

Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.

Figure 6: Mayoral Candidates Heat Map

Source: Research work

PROPOSAL

It is proposed the creation of a communicational model for the improvement of the image of the candidate for mayor based on visual analysis and non-verbal communication to generate impact on the citizens of Riobamba.

Development of the political branding model – Pre campaign

Analysis, attributes and authenticity

Table 8: Analysis, Attributes and Authenticity

Importance	Prior to the pre-campaign or when the future candidate has in mind to enter political life, he must perform a self-analysis to know if he is suitable for his launch as a candidate.
Objective	Determine who the candidate is, if he generates trust, if someone else would choose him as a political authority.
Tactic	<ul style="list-style-type: none"> • And you, what do you want • What makes you valuable to others? • What are my (non-financial) resources?
Middle	Candidate Training
Responsible	Adviser
Budget	Advisor Compensation \$650 per month
Frequency	Pre-campaign period
Monitoring	Self-knowledge of the candidate

Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.

Table 9: Strategy development

AANALYSIS, ATTRIBUTES AND AUTHENTICITY	Before starting the campaign, the candidate should ask himself the following question: Would you trust someone like you?
	Analysis, attributes, authenticity. The letter A can be interpreted in the three words.
	Analysis that will allow us to identify what we want to achieve, what we can contribute, the resources we have.
	In this first stage the candidate will discover his brand attributes, those characteristics that make him recognizable.
	If we are not clear about who we are, what we want and what our priorities are, we will be living someone else's life, the life of someone we do not know, and that will prevent us from being authentic. We will not be able to build trust because we cannot even trust ourselves because we do not know how we are going to act. We won't know what we're made of.

Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.

Differentiation

Table 10: Differentiation

Importance	There are a lot of similar political candidates which means that the person does not have their own identity for that reason it is essential to differentiate themselves in the
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	political field.
Objective	Determine / discover the added value that the candidate can have against the competition ie the opposing candidates.
Tactic	<ul style="list-style-type: none"> What do you like about yourself? Do you know who you're talking to? Interpersonal question)
Middle	Candidate Training
Responsible	Adviser
Budget	Advisor Compensation \$650 per month
Frequency	Pre-campaign period
Monitoring	Knowledge of the candidate's image

Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.

Table 11: Strategy development

DIFFERENTIATION	<p>There is a saturation of professionals who exceed with advantage what is going to be required of them in their post. Therefore, it is essential to differentiate yourself, become a specialist or stand out from the rest by some differentiating attribute.</p> <p>Differentiation is specialization, but also values and beliefs. The one who is clearer about his priorities and defends them will end up standing out and of course differentiating himself.</p> <p>But it is clarified that differentiation also implies assuming responsibilities and not giving in to external pressures. Because every time someone acts against</p>
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	<p>their criteria they are diluting their personal brand and ceasing to be yourself.</p> <p>But a personal brand is lost if it is not renewed and fails to attract the attention of its potential customers, if not to apply its own strategy. This leads to a single question.</p> <p>In the next elections, will the most competent candidate be elected or the one who has most impressed the decision-maker because he has been able to differentiate himself?</p>
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Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.

Control of differentiation

The control of this parameter is done based on 6 questions that analyze the perception that the potential political candidate has to strengthen his personal brand and generate value in front of his audience.

- How does my market perceive me?
- Do they perceive me in any way?
- Is that perception in line with my goals?
- How should I be perceived to achieve my goals?
- How is my competition perceived?
- How can I be perceived differently from my competition?

Notoriety

Table 12: Notoriety

Importance	Notoriety is what endures over the years because of the differentiation and value of the candidate.
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Objective	Position yourself in society to build the image of the candidate in the determined period.
Tactic	<ul style="list-style-type: none"> I have managed to position myself How I differentiate myself from the competition
Responsible	Advisor / Campaign Director
Budget	Advisor Compensation \$650 per month
Frequency	Pre-campaign period
Monitoring	Number of supporters

Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.


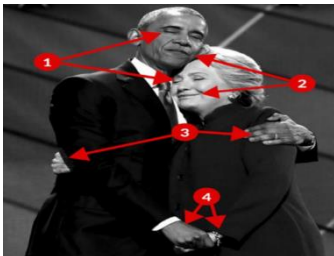
Table 13 Strategy development

NOTORIETY	Over the years, professionals have developed their career in very few companies or even in just one because their circle of influence was small. Today, anyone with very little means can reach anywhere in the world. This is not something that is going to happen or that is within the reach of a few. At this very moment, millions of adolescents from their homes are connected by exchanging information, notes due to the adaptations of the new reality after Covid-19. They hold transatlantic talks at zero cost because it is a new adaptation to a new reality that is somewhat virtual and somewhat real.
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Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.

Table 14: Development Notoriety

GENERATE RAPPORT	
 <p>Rapport generation (Toledo, 2017)</p>	<ul style="list-style-type: none"> Connected torsos: Torsos connected, turned and exposed to each other, postures compatible with connection and opening Gestures: The two mimic their adapter gesture with their hands and present identical angles of bending elbows being this another connection indicator Stable postures: Both maintain postures that express security and confidence.
 <p>Generation of rapport example Barack Obama (Toledo, 2017)</p>	<p>The symmetry of both bodies confirms the rapport recorded at the time of connection despite the different physical characteristics, the postures are equally reflected</p>

Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.

CONCLUSIONS

- After analyzing the composition of the communication pieces, it can be identified that the elements were organized looking for points of tension given by the hierarchy that the linguistic and iconic elements have, clearly identifying the hierarchy in each element such as the image of the candidate, the name or the political party.
- Color is a key piece to identify political parties, it should be considered that the good use of the emblematic schematic color or signage schematic in a communicational piece of this type, makes the voter identify his candidate.
- The use of the grid in any means of visual communication manages to create an intentional organization in such a way that each compositional element has an order and thus achieve that the message fulfills its function of communicating in an effective way.
- The man from birth seeks to identify and identify with his environment, this helps to create a communicational piece to analyze the orientation or organization of the information so that the message is eloquent and easy to interpret.

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