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It is a scientific journal that publishes specialized research papers in Public Relations, Mass Media and Communication after peer refereeing these papers by a number of specialized Professors.

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Communication in campaigning: from political declaration to political public relations - Status of 2017 legislation in Algeria

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Abstract

The election campaign is an important time in politicians' work, as it can be considered a privileged communication process, as parties and candidates intensify contacts to gain citizen confidence and thus voters' voices and seek new communication techniques and use them in the electoral battle to win at the expense of competitors. The communication method has changed radically today, after the inability of unidirectional means of communication to create the confidence needed by the electorate, and with the increasing lack of interest of citizens in political matters in general and electoral campaigns in particular, it became necessary for political parties to move towards bilateral communication or We seek to review how Algerian political parties communicate with voters during the electoral campaign of the 2017 Legislatures and the extent to which they apply modern means of communication that guarantee the participation of voters. And interact with them.

Keywords: Political Communication, Electoral Campaign, Political Declaration, Political Public Relations.

