

Strategic Political Communication and the Psychology of Emotional Polarization

June 4, 2026 – 11:30-13:00
Aula Motzo,
Faculty of Humanistic Studies

Introduction

Francesca Ervas, Coordinator of the BA Program in Communication Sciences, University of Cagliari

Filippo Contesi, Erasmus Committee of the BA Program in Communication Science, University of Cagliari

Chair

Laura Iannelli, University of Cagliari

Presentation

Roxana-Maria Nistor, Erasmus visiting professor, University Babeş-Bolyai, Cluj-Napoca, Romania

Discussion



Abstract

The talk will focus on the analysis of strategic political communication in the age of emotional polarization, exploring the intersection of cognitive psychology and discursive dynamics. Adopting an interdisciplinary perspective, my presentation will examine the psychological foundations of polarization (how cognitive biases shape political perception) and the strategic communication tools employed by political actors to navigate these biases. Furthermore, we will investigate some mechanisms of group polarization and conclude by presenting specialized communication frameworks as an antidote to modern social fragmentation.

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Philosophy

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Aula Motzo

In presence and
online

QR code and link
<https://tinyurl.com/RoxanaNistor-260604>

