

# Communication of power

Sociology



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Mr. Bill Right fully understands that politics is a dirty game and that he has to be very creative while presenting himself to the public and in the attempt to convince them that he is the best person suited to represent them in parliament. He has to convince the constituents that he has their interests at heart although he has collateral personal ambitions to better his wealth and position his position in society. Mr. Bill also needs to convince his leadership skills by presenting workable and unique strategies to the constituents. To do this he has to disapprove the strategies and their probabilities of succeeding as been presented by the other competing candidates and also harshly criticize the sitting member of parliament. He has to present the sitting member of parliament in such a way that depicts him as not being in the frontline in addressing the interests of the public. Mr. Bill Right is preparing to address his first public rally in which he is going to present his candidature as an aspiring member of the parliament.

#### Preparation

Mr. Bill Right has to research on the conduct of the outgoing member of parliament and capitalize on his weaknesses especially on failed projects and even for the successful projects, he has to criticize them as not been up to standard. He has to conduct a survey on the pressing issues of society and come up with possible plans to alleviate them. He should place spies to provide him with up to date information on progress being made by fellow candidates and thus calculate a counter-reaction in advance to attain an edge above them. He has to devise ways that will facilitate creating an impression that the rich aspiring candidates do not have an interest of the masses at their heart and that their intention is to pursue personal interests. He has to rehearse his speech in person and also test with a few of his

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supporters and make the necessary corrections; this will enhance self-control during the presentation (Benford & Hunt 16). He should mobilize and rally his supporters to be loyal especially at the time of delivering his speech (Mitchell 38). He should choose the right venue, length of the speech and the right audience. He should prepare well for probable problems and thus minimize risks

#### References

Benford, S., Hunt, S, 1992, ' Dramaturgy and Social Movements: The Social Construction and Communication of Power,' Sociological Inquiry Vol. 2, No. 1, pp. 13-17

Mitchell, J, N, 1978, Social Exchange, Dramaturgy and Ethnomethodology: Toward a Paradigmatic Synthesis. Elsevier: New York