

Gestures, ideologies and meaning in TV debates: A multimodal approach

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In this article we will analyze how political actors - involved in the presidential TV debates - use certain semiotic strategies to manage the relationship between gestures and their ideological orientation. We developed a multimodal analysis for some relevant sequences during the presidential debates from November 2014. For this purpose, we used a Multimodal Professional Analysis Tool, ELAN, which allowed us the annotation and dynamic analysis of the semiotic behavior of the political actors involved in the analyzed sequences.

Keywords: presidential debate, multimodal analysis, ideological orientation, political semiotics, political communication culture

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