

Abstract

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**Facebook Activity of Individual
Representative Candidates During
the 2018 Hungarian General
Elections: Thematic Analysis of
Facebook Posts Concerning George
Soros**

The mediatization of politics is changing the way political communication works around the globe (Moog & Sluyter-Beltrao In: New Media and Politics by Axford & Huggins, 2001). Social media networks offer a new method for politicians to increase their support base especially during the campaign periods, when they use every available platform for communicating. In Hungary, Facebook is the most used social media site (Social Media Report 2016), as 85% of social media users choose Facebook. Most Hungarian politicians have adopted to this new environment and use Facebook frequently.

Our project focuses on the thematic analysis of Facebook posts made by individual candidates (6 candidates per constituency) from the 106 Hungarian single-member constituencies during the campaign period of the Hungarian General Elections in 2018. More concretely my research focuses on finding patterns and relating themes to George Soros in the selected Hungarian politicians' Facebook posts during the campaign period. George Soros, the notable investor and philanthropist is a constant campaign topic since the migration crisis started in 2015. In 2017 the Hungarian government started a billboard campaign against illegal migration with the picture of

George Soros. He is criticized by the governing parties for being pro-migration and funding civil societies.

I expect that the results will show how and in what way Fidesz-KDNP can utilize George Soros, as one of their main issue. Concerning the opposition, I study how Fidesz-KDNP alliance can force them to communicate about George Soros. Also an important question is that, if there is a difference between the judgment of George Soros among the oppositional parties.