The Archetype of Bolsonaro Candidate in the Brazilian Presidential Election in the Perception of the Young Elector (an Abstract)

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THE ARCHETYPE OF BOLSONARO CANDIDATE IN THE BRAZILIAN PRESIDENTIAL ELECTION IN THE PERCEPTION OF THE YOUNG ELECTOR (AN ABSTRACT)

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INTRODUCTION

Brands use elements of the collective imagination to build their image, aiming at a clear differentiation and easy recognition by their audiences. At the same time, Mark and Pearson (2003) affirm that the use of archetypal images by brands is common and that their correct exploration ends up strengthening the symbolic meaning of products, services and also of people.

In the electoral period, the politician builds an identity and image, has a positioning and seeks differentiation. Recently, in Brazil, the presidential candidate Jair Messias Bolsonaro communication strategy drew attention of experts, especially with regard to young people's public awareness capacity.

From this context, the present study starts from the following question: "What is the archetypal image of candidate Bolsonaro and how did it differ from other candidates among the young Brazilian voter audience?". This article aimed to identify the archetypal figure of Bolsonaro and his direct competitors, perceived by the young voter audience (18 to 24 years old), during the first round of the 2018 Brazilian presidential elections.

Through the application of structured questionnaires (through Survey), it sought to recognize the characteristics of the image of the candidates Jair Bolsonaro, Ciro Gomes and Fernando Haddad. For the evaluation of each candidate, a separate questionnaire was conducted. About 150 young people answered each of the forms (totaling a sample of 450 individuals). Through semantic scales, the recognition of the archetypal personality of each candidate was assessed. The results of the candidates were analyzed and compared using the analysis of variance (ANOVA and Tukey test).

BACKGROUND

Image of Candidates through Archetypes

A brand can carry up to six levels of meanings, which are related to attributes, benefits, values, culture, personality and user (KOTLER, 1995, p.387). When well built, the brand brings differentiation and value to the business, creating a link with the consumer (which goes far beyond the quality of the product) establishing a guarantee of profit (MARTINS, 1999, p.17).

In the political context, Ribeiro (2002) compares the political candidate as being the product in question (when using the brand as a way of promoting the person). Both have a history, an origin, a position and must have a differentiation from their competitors. For Ribeiro (2002, p.112), "a politician is not a man, he is a simple image", an image consistent with the needs and desires of the electorate. The price paid for a product is money, in the political scenario that price is the vote.

In Kotler's (1994) view, this relationship between marketing and politics is increasingly common, in which the candidate positions himself in the voter market and makes use of marketing techniques in order to enhance the reach of votes. In terms of business marketing, a seller sends goods, services and communication to the market, in return, he receives money and information. With political marketing, sending the candidate leaves, with promises and favors to a specific constituency, in return, he receives the votes.

In order for candidates to be able to convey meanings that connect them with the voter, some points must be worked on. Among them are positioning, image and identity. Image and identity are concepts that are linked to each other, however, they are distinct. Kotler (2000, p.318) states that identity is related to the way in which the company aims to position and identify itself, since the image is the way the public sees it. The associations of images, according to Keller and Machado (2006, p.53) can be formed from consumer experiences or through representations through advertising or other sources of communication.

To that end, it is added that a brand is not only composed of functional characteristics, but also of value and meaning. And for these essential elements to be identified and leveraged effectively, it is necessary to become fluent in the visual and verbal language of archetypes (MARK and PEARSON, 2001, p.15).

Jung's archetypes, according to Randazzo (1997, p.67), "exist in the unconscious, they cannot be perceived directly". They function as instincts that guide and shape behavior, and what are perceived are expressions of the archetype in the form of archetypal images and symbols. Cardozo (2014, p.70), addresses that "archetypes are permanent and very important elements of the human psyche that can be found in all nations, civilizations, and even in primitive tribal societies of all times".

For Randazzo (1997, p.69), each archetype has its own group of symbols, which is created and guided by the unconscious. This archetypal image is powerful because humans respond to it far beyond a conscious level, but also at a deep and instinctual unconscious level. The function of archetypes, according to Mark and Pearson (2001, p.27), lies in providing a link between customer motivation and product sales, because "a product with an archetypal identity speaks directly to the psychic matrix deep within the consumer, activating a sense of recognition and meaning". When studying the archetypal basis of successful brands, Mark and Pearson (2001) found that 12 main archetypes were frequently expressed in commercial activity. They are: Innocent, Explorer, Wise, Hero, Outlaw, Wizard, Common Guy, Lover, Jester, Helpful, Creator and Governor/Ruler.

METHODOLOGY

To perform the data collection, a form was created for each of the three candidates selected for analysis containing semantic scales associated with the personality of each of the brand archetypes indicated by Mark and Pearson (2001). The sample reached a number of 150 respondents per form, thus obtaining a total of 450 young people aged between 18 and 24 years. Data collection took place during the electoral period, in the week preceding the voting of the first round. The young participants were students from 20 universities in the south and southeast of Brazil.

The data obtained from the collection with the respondent public were analyzed statistically in order to recognize the means of the archetypes present in the image. After that, an analysis of variance (ANOVA) of the candidates' means was performed. Finally, with the intention of verifying whether the differences in the recognition of the archetypes' personality between the three candidates, Tukey's complementary test was performed.

RESULTS AND DISCUSSION

The Image of Candidates from Young Brazilians

The Outlaw archetype obtained higher averages in the candidate Bolsonaro's image than the others. There was a significant difference between cases in ANOVA. The results of Tukey's complementary test indicated that Bolsonaro's image was significantly more associated with the Outlaw archetype compared to his competitors in the perception of the young Brazilian voter.

The average for the Hero archetype was also higher for candidate Bolsonaro. Applying ANOVA, it was possible to identify a significant difference between cases. That is, Bolsonaro's image was also significantly more associated with the Hero's archetype than his competitors.

The Governor's archetype, with regard to general averages, recognized broader results in the image of candidate Jair Bolsonaro. ANOVA confirmed that this difference was significant. Finally, it was recognized that Bolsonaro's image was significantly more associated with the Governor's archetype than the other candidates.

The Jester archetype with regard to general averages recognized broader results in the image of Ciro Gomes candidate. ANOVA confirmed that this difference was significant. Finally, it was recognized that Ciro Gomes' image was significantly more associated with the Jester archetype than other candidates.

None of the candidates obtained broad averages in relation to the Lover archetype. However, in the application of ANOVA it was recognized that there were significant differences between the results. The candidates Haddad and Ciro did not obtain any significant difference between their means (Sig> 0.05). However, the relationship between Haddad and Ciro with Bolsonaro was significant. That is, the image of Haddad and Ciro were significantly more associated with the Lover archetype than that of Bolsonaro.

The average of the Wise was also higher for the candidate Ciro Gomes. Through ANOVA it was possible to identify the existence of a significant difference between the cases. In other words, Ciro

image was significantly more associated with the archetype of the Wise than his competitors. The other archetypes analyzed varied with respect to means, but did not indicate significant differences between the three cases analyzed.

CONCLUSIONS AND IMPLICATIONS FOR THEORY AND PRACTICE

Candidate Jair Bolsonaro obtained the highest average with Governor/Ruler archetype. This archetype represents for its consumers, in the case of brands, the desire to feel safe, stable and in control (MARK and PEARSON, 2003). While this context is reflected in the political scene, this search is also emerging in voters, who are looking for a candidate to exercise leadership. Soares (2018) carried out an analysis of Jair Bolsonaro's speech in the first round in wich the presence of the Governor's archetype is noticeable.

In addition, the position as the candidate for change and "antipetist" was evident. In other words, his speech had the identity of the transformation of the status quo. In this sense, Bolsonaro also has in his image the presence of the Outlaw archetype. This symbolic representation carries the desire for revolution, the destruction of what does not work. Its motto is: "the rules are made to be broken" (MARK and PEARSON, 2003). The presence of the desire for revolution was evident in the candidate's speeches and, significantly, built a strong image with his voters.

Charleaux (2018) also conducted a speech analysis of candidate Bolsonaro. It presented an analysis of the content of interviews conducted by the candidate before the elections. In one of his interviews in 1999, the candidate says that "only a civil war could change the situation in the country". In hypothesis, it is understood that these extreme positions also helped to build the image of the candidate who was connected with the Outlaw symbol.

For candidate Ciro Gomes, the archetype of the Jester had a great relevance in his image. When relating this archetype to Ciro during his first-round election campaign, one can see some facts that, in hypothesis, could explain the results. One of the facts was the candidate's strong presence in humor content on social networks, the "memes". Puns with his name and the creation of pages and profiles on social networks promoted this identity. Hashtags like "Mad for Ciro" and "Ciro is beautiful" may have contributed to the identification of the Jester archetype in this candidate among the young audience. At the same time, the archetype of the Wise was also strongly present in the image of Ciro Gomes. The result of this may be related to the candidate's strong ability to explore his arguments in debates and interviews. Unlike the others, Ciro abused technical details and historical knowledge when presenting his positions.

Candidate Fernando Haddad did not stand out significantly in any archetype. In hypothesis, Haddad's connection with former President Lula may have been a reflection of this result, moreover, it is related to the candidate's party. It is believed that the candidate's image ended up shading the leader of the Workers' Party (PT).

Thus, it is evident that the archetypal presence in the candidates' image was present, and this proves the power that the candidates' communication, advertising and personality influence the voters' decision in the electoral context. In other words, candidates are like brands that need to seek differentiation of image with their public.

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