

# QUALITATIVE REPORT

## METHODOLOGY

During the months of January and February, the articles and tweets that make up the sample have been read to qualitatively assess the theme and the approaches taken by the analyzed news outlet and candidates. This analysis has been carried out by the person in charge of downloading the different records, since it is the person closest to the data obtained. However, the possible influence that this may have on the research process is acknowledged.

Given that the sample of articles from news outlets was larger (not in the number of units, but in the total length), it was stipulated that said sample would be divided into periods for a more detailed analysis. These periods coincide with the three periods that have been used in the general sample for the conduction of an experiment that, even though it plays no role in this qualitative report, can be used as a guideline. These periods are:

- Period 1 (from July 1, 2020 to September 22, 2021): equivalent to the baseline period of the experiment.
- Period 2 (from September 23 to November 18, 2021): equivalent to the first experimental period.
- Period 3 (from November 19 to January 6, 2022): equivalent to the second experimental period.

Regarding the analysis of the articles from news outlets, only the last two months of each time period were analyzed, since reading all the opinion articles was temporarily not feasible. The aspects considered relevant were: recurring themes, most named politicians, language and tone used. In the next pages the reports are divided by country and, within each country, by news outlet. In each period there is also a more detailed development of representative examples and terms used especially in polarizing texts or headlines.

The analysis of the tweets is also divided by country and account, but there has been no temporary subdivision, since these texts are shorter and it was feasible to read them all. The main characteristics in each case were language (terms, tone used, ideology detected, etc.), recurring themes, interaction between the candidate and the rest of the followers and/or users, use of social network tools such as images or videos and intentionality of the messages used in the tweets.

Table 1. Elements of the qualitative research.

Element	News Outlets	Twitter
Goal	Opinions, perceptions	Opinions, perceptions
Design	Flexible, open	Flexible, open
Information collection	Intensive	Intensive
Sample design	Intentional	Intentional

<b>Tecjniques</b>	Direct observation, article analysis	Direct observation, tweet analysis
<b>Analysis</b>	Inductive	Inductive
<b>Analyst</b>	Is part of the process, subjectivity	Is part of the process, subjectivity

Source: the authors.

The purpose of this qualitative report is to complement the computational analyses and integrate these data into the interpretation of the quantitative observations. The aim is to obtain two different images of the social reality that interests us, given that each methodology used gives access to different aspects of the same social phenomenon. Therefore, it is not a question of confirming the results of the quantitative part of the project, but of enriching the understanding of the social facts analyzed, taking into account the limitations and advantages of this methodology.

## **MEDIA**

### **SPAIN**

#### **BASELINE PERIOD**

In Spain, during the baseline period, a series of predominant themes are detected in all the media that make up the sample, these are: the government's management of Covid, the negotiations with Catalonia, government's pardons to Catalanian politicians, the coalition government formed by the parties PSOE, Unidas Podemos and the independentist parties, the elections in Catalonia (14-F) and those in Madrid (4-M). The Spanish politicians most named by the selected media are: Pedro Sánchez, Pablo Iglesias, Pablo Casado, Isabel Díaz Ayuso and Yolanda Díaz.

In terms of tone and language, the preferences of certain media whose editorial lines tend to be more extreme (both to the right and to the political left) are detected, to report with an effusive, ironic and even cruel language of those considered "enemies", that is, from the political sphere opposite to its editorial line. The media located in a more centered political line (both center-right and center-left) tend to maintain a restrained language without ridiculing or using pejorative terms to refer to politicians of opposing ideologies.

#### **1st EXPERIMENTAL PERIOD**

During the 1st experimental period, the topics detected in the media deal with the interventions of the politicians Pedro Sánchez, Yolanda Díaz, Isabel Díaz Ayuso and Pablo Casado, as well as the upcoming elections in Castilla y León, the Catalan problem, the government's negotiations with the independentist groups and the renewal of the CGPJ. The tone and language continue to respond to the same preferences detected in the base period.

#### **2nd EXPERIMENTAL PERIOD**

During this last period, the most common entities continue to be Pedro Sánchez, Yolanda Díaz, Isabel Díaz Ayuso and Pablo Casado. Special attention to the relationship between Ayuso and Casado, and to the partners of the Sánchez' government. International issues such as the Putin government and the governments of Central America also have a place in the articles.

The language used continues to be restrained in newspapers with center-right or center-left editorials, while the media with editorials close to the most extreme ideologies continue to use a more aggressive tone.

It can be seen how the role of the media is key to the creation of a national feeling of rejection towards the parties opposed to its editorial. It is a means of political propaganda that, although tendentious, is useful when it comes to generating public opinion.

## ABC

### BASELINE PERIOD

In the sample of opinion articles, a critical discourse towards the current government (led by Pedro Sánchez) is detected, which is open to negotiation with left-wing and independentist parties, while praising the positive aspects of an opposition united under the national symbols.

Language. The articles published during this period denote the preferences of the news outlet to inform with an effusive, ironic and even cruel language of the government's management of the Covid, the negotiations with Catalonia, the ETA prisoners, the alliances with the leftist parties, the elections in Catalonia (February) and those in Madrid (4-M)

Exaggeration of the defects of those considered "enemies". It is observed how the qualities of some political actors (PP) are extolled to the detriment of others (left) that are harshly criticized in columns and editorials through terms such as: civil war, *sanchismo*, *podemitas*, *sociatas*, the poodle left, *mamporrero*, revanchism, totalitarian desire, president-dictator, the tyrant installed in La Moncloa, populism, poodles, posh-progres, *Yolandissima*, cronyism, popular, nationalists, *podemitas*, separatists, regionalists or centrists.

### 1st EXPERIMENTAL PERIOD

The critical discourse towards the government continues in this period that focuses on the labor reform, the corruption case of the ERE and the approval of the national budgets. In this period, both the language and the tendency to exaggerate the defects of those considered "enemies" continues in the same trend.

It can be seen how the role of this medium is key to the creation of a national feeling of rejection towards the center-left parties. It is a way of political propaganda that, although tendentious, is useful when it comes to generating public opinion.

## EL CONFIDENCIAL

### BASELINE PERIOD

In the sample of opinion articles and editorials, a critical discourse towards the socialist government is detected, but criticism towards the main opposition parties (PP, VOX) is

also present. The most recurrent issues detected are about the Catalan conflict and the separatist tension (pardons, negotiations), the February elections in Catalonia and those of May in the Region of Madrid, and the management of Pedro Sánchez together with his government partners of the pandemic, paying special attention to Pablo Iglesias and Yolanda Díaz, as well as opposition politicians Pablo Casado and the tension that the media highlights with Isabel Díaz Ayuso. For instance, "The euphoria of 4-M stimulates fantasy (or not) of a road to Moncloa, premonitory of a duel with Casado" (Rubén Amón, 05/11/2021).

Language. The articles in this medium use restrained language when giving an opinion on the government's management of the issues mentioned above, although they highlight certain terms that are repeated regardless of the author of the article, such as: multilevel Spain, the Pujolist era, separatist tension, Catalan conflict, *sanchismo* and *antisanchismo*.

Exaggeration of the defects of those considered "enemies". This medium is more restrained when it comes to exaggerating the defects of the "enemies" –these are the government and the leftist parties as well as all those actors in the separatist sphere–, also showing some criticism of the opposition's management by Pablo Casado. Next, we detail some expressions, phrases and terms with which this medium refers to the current government: vain and harmful president; need to evict Sánchez; Sánchez arouses rejection in his own ranks due to his excessive personal ambition, his duplicity and his lack of principles; lodge the enemy of the state in the royal suite; the president's vacation; Monclovita entourage.

#### 1st EXPERIMENTAL PERIOD

Language. In this first experimental period, the tone of the articles continues to be restrained compared to other media. As for the recurring themes, certain actors in the political sphere continue to be the most named, such as Pedro Sánchez, Yolanda Díaz, Isabel Díaz Ayuso and Pablo Casado, as well as the upcoming elections in Castilla y León. Exaggeration of the defects of those considered "enemies". In this period, certain expressions and/or phrases are detected that reflect the editorial line of the medium: "Politics in Sánchez's Spain is the kingdom of arbitrariness in decisions, Caesarism in the exercise of power, unruly sectarianism, flying content" (Ignacio Varela, 10/09/2021); A country of inquisitors; The cave of Santiago Abascal; Frankenstein government; PSOE and Podemos do not support each other; Red wedding (reference to Game of Thrones) in the PP; Yolanda Diaz's coven.

#### 2nd EXPERIMENTAL PERIOD

In this last period, the recurring themes and people continue to be Pedro Sánchez, Yolanda Díaz, Isabel Díaz Ayuso and Pablo Casado. Special attention to the relationship between Ayuso and Casado, and to the partners of the Sánchez government.

Exaggeration of the defects of those considered "enemies". Certain expressions and terms are detected in the opinion articles used by the columnists and that reflect the editorial line: Cayetana the witch; coup manual against Casado; *podemita* woman; gang of Podemos; the fight of the right with itself; Frankenstein government; ayusista right; PP depreciation; The most useless government of democracy.

#### EL ESPAÑOL

## BASELINE PERIOD

In this period the newspaper shows a critical discourse towards the socialist coalition government (PSOE and UNIDAS PODEMOS). The topics that predominate in most of the articles deal with the elections in Madrid and Catalonia, the pact between Pedro Sánchez and Unidas Podemos, political pardons, and the government's management of Covid.

Language. In the articles the tone of the language is neutral. The most named actors are Pedro Sánchez, Isabel Díaz Ayuso and Pablo Iglesias.

Exaggeration of the defects of those considered "enemies". Regarding this point, the use of pejorative terms to refer to the different political actors is not detected in the articles, although we have observed some headlines and/or terms that denote the editorial line, such as: The suicide of IU and the PCE within Podemos; Pablo Iglesias stubborn, stubborn and stubborn; multiparty system and populism; The Podemos kryptonite is the newspaper library; Podemos lives in a state of moral prevarication; This is Podemos, a party completely incapable of its co-government tasks; Ayuso causes the first crisis of sanchismo; The center centered was Ayuso.

## 1st EXPERIMENTAL PERIOD

This period is marked by the withdrawal of Pablo Iglesias from politics and his return as a collaborator in various media. In addition, the newspaper echoes the various conventions of the parties led by Pedro Sánchez and Pablo Casado.

Language. In the articles the tone of the language is neutral. The most named actors are Pedro Sánchez, Isabel Díaz Ayuso and Pablo Iglesias.

Exaggeration of the defects of those considered "enemies". Regarding this point, the use of pejorative terms to refer to the different political actors is not detected in the articles, although we have observed some headlines and/or terms that denote the editorial line, such as: Pablo Iglesias makes his calculations; He now returns, although without a ponytail, the friend of the Catalan coup plotters and the pro-ETA members of Bildu; Opening hostilities against Ayuso, Pablo Casado also contributes to viewing her as an alternative to his leadership; Casado has a problem: Ayuso; What can liberals learn from populism?; The assassination of socialism at the hands of progressivism; Pedro Sánchez, the imitator of Latin American socialism; Yolanda Díaz is Pedro Sánchez's Ayuso.

## EL MUNDO

### BASELINE PERIOD

In the sample of opinion articles and editorials, a critical discourse with the left and peripheral nationalisms is detected.

Language. The articles published during this period denote the preferences of this news outlet to inform with an effusive language, although restrained, on topics such as the Covid, the negotiations with Catalonia, the ETA prisoners, the alliances with the leftist parties and the elections in Madrid (4-M).

Exaggeration of the defects of those considered "enemies". It is observed how the qualities of some political actors (center) are extolled to the detriment of others (left) who are harshly criticized in columns and editorials through terms such as: Podemos "transvaginal"; The viral and political chaos of Torra; Making an agreement with

nationalism guarantees more nationalism; Pedro, or the Contrahecha; Catalonia was screwed; Sánchez leaves the future in the hands of separatism; Sanchist shamelessness.

#### 1st EXPERIMENTAL PERIOD

The critical discourse towards the government continues in this period that focuses on the Catalan independence movement, criticism of the ministers of the government of Pedro Sánchez, and the problems of Pablo Casado in Madrid.

The tone of the articles remains the same as in the baseline period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: Marlaska and hate crime; Intransigent multiparty system; The weak Government of Sánchez will accept the new blackmail; Pablo Casado, the possible alternative to sanchismo; Yolandemos; Pedro the Elder; The PSOE is dead! Long live Sánchez! Otegi bleaches Sánchez; Sánchez's moral authority is null; Pablo Casado's duel (...) for the troubles in Madrid.

#### EL PAÍS

##### BASELINE PERIOD

The sample of articles and editorials show a critical discourse towards the center-right parties, although some criticism of the socialist party is also perceived. Among the most recurring themes, the Catalan political problem stands out, the approval of budgets, opposition to the government, and international political issues.

Language. The articles published during this period denote the media's preferences for reporting with restrained language, nothing ironic or effusive.

Regarding the exaggeration of the defects of those considered "enemies", it is observed how the qualities of some political actors (centre-left) are extolled to the detriment of others (centre-right and far-right) through the use of certain terms or expressions: The main Catalan political problem, is it a lack of competencies?, of recentralization?, about achieving those of an independent State? (By XAVIER VIDAL-FOLCH, 3-7-20); populist moment; Díaz Ayuso's covid-19 primer shows lack of coordination; Ayuso, (logical) future of the PP?; Sánchez has sanctioned the PSOE; to xenophobia stirred by Vox; Pedro Sánchez consolidates the course of his coalition; neither the PSOE of now nor the PP of always have dedicated much effort; inability of the PSOE to structure itself effectively in the Madrid territory; Ayuso's victory is the guarantee that Spanish surrealism was still latent, waiting for someone to embody it.

#### 1st EXPERIMENTAL PERIOD

The critical discourse towards the center-right and far-right continues in this period, but there is also some criticism of the government's management.

The tone of the articles remains the same as in the baseline period. As for the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: The People's Party towards Vox; The revenge loop between PP and PSOE; Dictators like elections; Casado calls a political meeting a coven; Buxadé, from Vox, "slumber party".

#### 2nd EXPERIMENTAL PERIOD

In this last period, the recurring themes and people continue to be Pedro Sánchez, Yolanda Díaz, Isabel Díaz Ayuso and Pablo Casado. Special attention to the relationship between Ayuso and Casado, and to the partners of the Sánchez government. International issues such as the Putin government, and the governments of Central America also have a place in the articles of this period.

## EL PERIÓDICO

### BASELINE PERIOD

In the sample of opinion articles, a critical discourse towards the center-right parties is detected as opposed to the praise of the positive aspects of a left-wing coalition government. The most recurrent themes and most named political actors are: independence, political pardons, renewal of the CGPJ, ERC, Junts, Carles Puigdemont, Pedro Sánchez, Pablo Casado and Isabel Diaz Ayuso.

Language. The articles published during this period denote the preferences of the medium to inform with an effusive, ironic language about the political actors of the Spanish right, although it does not leave aside a certain criticism towards the extremes of the left.

Exaggeration of the defects of those considered "enemies". It is observed how the qualities of some political actors (left) are highlighted to the detriment of others (right, extreme right): Casado is at stake in Galicia and Euskadi; Catalan nationalism must reflect; Reflection time for Casado and Iglesias; The Catalan, victim of the 'procés'; the coalition government has done a good job; Podemos suffers from small fish syndrome; Puigdemont bluffs; Our politicians are of low intellectual level; Two fallen Caesars; An essential pardon; Casado, between Vox and Ayuso.

### 1st EXPERIMENTAL PERIOD

The critical discourse towards the center-right and far-right continues in this period, but there is also some criticism of the management of the Catalan government.

The tone of the articles remains the same as in the baseline period. Regarding the use of terms to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: Another assault on Puigdemont; Double clash PSOE-Podemos.

### 2nd EXPERIMENTAL PERIOD

In this last period, the recurring themes and people continue to be Pedro Sánchez and the management of the Catalan government. Among the headlines, the following stand out: The Rajoy pediment; A PSC for Salvador Illa; Paradoxical barometer of Barcelona.

## LA RAZÓN

### BASELINE PERIOD

In the sample of opinion articles, a critical discourse towards the current government (PSOE and Unidas Podemos) is detected, which is open to negotiation with leftist and pro-independence parties as opposed to praising the positive aspects of a united opposition under the right-wing, monarchist and catholic symbols.

Language. The articles published during this period denote the preferences of the media to inform with effusive, ironic and even cruel language about the government's management of Covid, the negotiations with Catalonia, the ETA prisoners, the alliances with the leftist parties and the elections in Catalonia (February) and Madrid (May).

Exaggeration of the defects of those considered "enemies". It is observed how the qualities of some political actors (PP) are extolled to the detriment of others (left) who are harshly criticized in columns and editorials through terms such as: Irresponsible campaign against the King; PSOE and PP must protect the King; social communist bicephaly; indecisive governments that foment fear; Pablo Iglesias unleashed and playing with violence; PSOE does not understand what happened on 4M; campaign of violence and civil war directed by Pablo Iglesias.

#### 1st EXPERIMENTAL PERIOD

The critical discourse towards the government continues in this period that focuses on labor reform, on the approval of budgets and the dispute within PP (Ayuso and Casado). In this period, both the language and the tendency to exaggerate the defects of those considered "enemies" continues in the same trend. It can be seen how the role of this medium is key to the creation of a national feeling of rejection towards the center-left parties. It is a way of political propaganda that, although tendentious, is useful when it comes to generating public opinion. Example (05/11/2021): Casado receives the attacks of the *sanchismo* and the bites of some sector of the PP»; Pablo Casado is mercilessly attacked by the *sanchista* party and its communist allies, *podemitas*, secessionists, *filoetarras* and other extreme left groups.

#### 2nd EXPERIMENTAL PERIOD

In this last period, the recurring themes and people continue to be Pedro Sánchez, Yolanda Díaz, Isabel Díaz Ayuso and Pablo Casado. Special attention to the relationship between Ayuso and Casado, and to the partners of the Sánchez government. The language and tone remain the same as in previous periods: mostly Frankenstein; The nonsense of the little minister Garzón, among others.

### LA VANGUARDIA

#### BASELINE PERIOD

In the sample of opinion articles, a critical discourse towards the Spanish right-wing parties (PP, VOX, Ciudadanos) is detected, as opposed to a discourse closer to the Catalan nationalist right-wing parties.

Language. The articles published during this period denote the preferences of the news outlet to inform with a moderate language, without ironic overtones, but using certain terms that denote criticism of the parties that do not advocate for a dialogue with Catalonia. Among the most recurrent themes stand out: the coalition government, the difficulty of forming a government in Catalonia, the executive of Pedro Sánchez, and Isabel Díaz Ayuso.

Exaggeration of the defects of those considered "enemies". It is observed how the qualities of some political actors (left) are extolled to the detriment of others (right, extreme right): Frankenstein lives and survives; pact between the PSOE, Unidas Podemos and the nationalist parties; Frankenstein investiture; Catalonia is relevant; The



elections are not going to solve the question of the independence of Catalonia; The democratic abnormality; Madrid-style populism; the *ayusato*.

#### 1st EXPERIMENTAL PERIOD

The critical discourse towards the center-right and far-right continues in this period, but there is also some criticism of the management of the Catalan government.

The tone of the articles remains the same as in the baseline period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: Movements on the left; The beautiful politics; The velociraptors.

#### PUBLICO.ES

##### BASELINE PERIOD

In the sample of opinion articles and editorials, a critical discourse towards the socialist government is detected, but criticism towards the main opposition parties (PP, VOX) is also detected. The most recurrent themes detected deal with the Catalan conflict and the separatist tension (pardons, negotiations), the elections of May in the Community of Madrid, and the management of Pedro Sánchez together with his government partners of the pandemic, highlights the importance of the left-wing parties and the management of Pablo Iglesias.

Language. The articles published during this period denote the media's preferences for reporting with ironic language.

Exaggeration of the defects of those considered "enemies". It is observed how the qualities of some political actors (left) are extolled to the detriment of others (PP, VOX, Ciudadanos) who are harshly criticized in columns and editorials through terms such as: It is normal that Ayuso does not take this government seriously; Following the Big Liar's defeat; lying fascists; hegemonist claim; Casado the absent; eschatological debate on the right and the PSOE in central Spain; The PP pays his "moral reparation" of 245,000 euros; untimely pardons; the government wants to correct a democratic anomaly; The trials for the *procés* should never have been held; political prisoners; Catalonia, in debt to Pablo Iglesias; With Casado in the Government they lived –and slept- better; The Invisible Hand of Ayuso.

#### 1st EXPERIMENTAL PERIOD

The critical discourse towards the center-right and far-right continues in this period, but there is also some criticism of the government's management.

The tone of the articles remains the same as in the baseline period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: Calling them "fascists" does not work; The king who knows nothing of his father; The PSOE has a problem with the labor reform and it is not Yolanda Díaz.

#### 2nd EXPERIMENTAL PERIOD

In this last period, the recurring themes and people continue to be Pedro Sánchez, Yolanda Díaz, Isabel Díaz Ayuso and Pablo Casado. Special mention is made of the issues on the pact between government and independence parties and the need to dialogue with all the parties.

## **CHILE**

### **BASELINE PERIOD**

In Chile, during the baseline period, a common agenda is detected for the analyzed media: the May 2021 elections of regional governors, the general elections of November 2021, and the withdrawals of pension funds. The most named Chilean politicians are Gabriel Boric, José Antonio Kast, Sebastián Sichel and Sebastián Piñera.

As for the tone and language, a traditional, respectful and calm tone is detected when discussing the different political issues in the columns and editorials. However, regarding the exaggeration of the defects of those considered "enemies", it is observed how the qualities of some political actors are extolled to the detriment of others, detecting a certain ideological bias, although there is a certain uniformity when criticizing the party candidates regardless of their ideology.

### **1st EXPERIMENTAL PERIOD**

During the 1st experimental period, the topics detected in the media deal with the interventions of the politicians mentioned in the previous section, as well as the next presidential elections, the return to educational pre-specialty and the Constitutional Convention.

The tone and language continue to respond to the same preferences detected in the base period.

### **2nd EXPERIMENTAL PERIOD**

During this last period, the recurring themes and people continue to be Gabriel Boric, the challenges of the new government, and the results of the recent elections.

The language used continues to be restrained in newspapers with center-right or center-left editorials.

## **COOPERATIVA**

### **BASELINE PERIOD**

The sample of articles show a critical discourse towards the parties of the Chilean right. The theme that predominates in the articles is, on the one hand, the May 2021 elections for regional governors, the general elections in November 2021, and the withdrawal of funds.

Language. The articles published during this period denote the media's preferences for reporting with restrained language, nothing ironic or effusive.

Regarding the exaggeration of the defects of those considered "enemies", it is observed how the qualities of some political actors (centre-left) are extolled to the detriment of others (centre-right and far-right) through the use of certain terms or expressions: the Chileans we remain reluctant to get involved in electoral processes; powers of the right; demagogic debauchery to which Chile is exposed; Sichel and the wake-up call to the center-right; Piñera's revenge; the petty support for families imposed by former Minister Briones; irresponsible and negligent conduct of the Government.

### 1st EXPERIMENTAL PERIOD

The critical discourse towards the center-right and far-right continues in this period, but there is also some criticism of the government's management.

The tone of the articles remains the same as in the baseline period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: Ultra-neoliberalism that generates ultras; The right moves on to the extreme right; Civil fascism reappears in Chile; Gabriel Boric and the end of the transition in Chile; the ultra-right candidacy of José Antonio Kast, representative of Pinochetism and denialism; Does the political and economic right promote violence?

### 2nd EXPERIMENTAL PERIOD

In this last period, the recurring themes and people continue to be Gabriel Boric and the recent elections. The tone of the articles remains the same as in the previous period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: The extreme right and the banality of hate; The new political cycle and Boric's opportunity; Gabriel Boric won by far because he has a larger popular base. The one that ended the dictatorship.

## EL MERCURIO

### BASELINE PERIOD

The sample of articles makes it possible to detect a critical discourse towards the parties of the Concertación (center-left). The theme that predominates in the articles is the elections in May and November, and the withdrawal of funds.

Language. This medium shows a traditional, respectful and calm tone when discussing the different political issues in the columns and editorials.

Regarding the exaggeration of the defects of those considered "enemies", it is observed how the qualities of some political actors of the Alliance (of the center right) are extolled to the detriment of others (center left), although a certain uniformity is detected when it comes to criticize the candidates of the parties regardless of their ideology, therefore, this medium tends to balance criticism despite its conservative editorial policy.

### 1st EXPERIMENTAL PERIOD

The speech tends to be more critical of the left and shows a greater bias against the elected president Gabriel Boric, compared to the rest of the presidential candidates.

The language and tone used in the articles remains the same as in the baseline period: leftist groups seek to silence those who hold dissenting positions or analyses; The definitions proposed in Boric's program are far from realism; political populism on both the left and the right; President Piñera has made mistakes. He has, like all of us, his faults; Chilean leftist leaders sought to delegitimize the democratic process.

### 2nd EXPERIMENTAL PERIOD

In this last period, the recurring themes and people continue to be Gabriel Boric and the recent elections. The tone of the articles remains the same as in the previous period.

Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: "Boric vs. Boric: The candidacy seems to be desperately seeking the support of a center-left whose policies it execrated"; "Gabriel Boric will have to take charge of an educational cataclysm"; The unknown PC: Reconciling the different worlds of the left will be one of Boric's greatest challenges.

## EL MOSTRADOR

### BASELINE PERIOD

The sample of articles allows us to detect a critical discourse towards the parties of the Chilean right. The theme that predominates in the articles is, on the one hand, the May 2021 elections for regional governors, the general elections in November 2021, the challenges that the new government will face and the withdrawal of funds.

Language. The articles published during this period denote the media's preferences for reporting with restrained language, nothing ironic or effusive.

Regarding the exaggeration of the defects of those considered "enemies", it is observed how the qualities of some political actors (centre-left) are extolled to the detriment of others (centre-right and far-right) through the use of certain terms or expressions: Deinstitutionalization from Chile under the government of Sebastián Piñera; wave of legislative populism; Electoral interventionism of President Sebastián Piñera?; populist *farandulista* offer of Pamela Jiles; a certain ultra-left in favor of collapse and the intransigent and ultra-conservative right; The political errors of the "sheriff" of the right; Actors like Kast and his Partido Republicano, among others, do not uphold democratic standards.

### 1st EXPERIMENTAL PERIOD

The critical discourse towards the center right and extreme right continues in this period, but it also shows criticism towards the radical left parties.

The tone of the articles remains the same as in the baseline period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: Neither neosocialism with Boric, nor neofascism with Kast; a radical left, reflected in its indolent position or open support and justification of violence; Boric Superstar.

### 2nd EXPERIMENTAL PERIOD

In this last period, the recurring themes and people continue to be Gabriel Boric, the recent elections and the great challenge for the newly elected president. The tone of the articles remains the same as in the previous period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: The right in the dark; The people do not always get up to vote for the left. But they do so when they deem it essential to confront the powerful decisively, to put an end to the abuses and carry out the necessary reforms (01/04/22).

## LA TERCERA

### BASELINE PERIOD

The sample of articles allows us to detect a critical discourse towards the parties of the center and extreme left. The theme that predominates in the articles are the elections in May and November, the withdrawal of funds and the approval of the abortion law. Language. This medium shows a traditional, respectful and calm tone when discussing the different political issues in the columns and editorials.

As for the exaggeration of the defects of those considered "enemies", it is observed how the qualities of some political actors of the Alliance (center-right) are extolled to the detriment of others (center-left), perhaps an ideological bias in favor of Piñera, compared to center-left presidents, although there is a certain uniformity when it comes to criticizing party candidates regardless of their ideology.

#### 1st EXPERIMENTAL PERIOD

The discourse tends to be more critical of the left than the rest of the center-right parties.

The language and tone used in the articles remains the same as in the baseline period: The President's Dead; Gabriel Boric, the candidacy that brings together Frente Amplio and the PC; Against surrender; Sebastián Sichel looks increasingly upset; "Doctor Fear" to refer to José Antonio Kast.

#### 2nd EXPERIMENTAL PERIOD

In this last period, the recurring themes and people continue to be Gabriel Boric and the recent elections. The tone of the articles remains the same as in the previous period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: somersaults, without choice; Boric's challenge is not to be shipwrecked; The Izkia Siches route.

## **ARGENTINA**

#### BASELINE PERIOD

In Argentina, during the baseline period, a series of predominant themes are detected in all the media that make up the sample, these are: the management of the government of Alberto Fernández and Cristina Fernández de Kirchner, the government's management of Covid (the purchase of vaccines), the negotiations with the International Monetary Fund, the PASO primary elections and the different Argentine territorial conflicts. The politicians most named by the selected media are: Alberto Fernández, Cristina Fernández de Kirchner and Mauricio Macri. In terms of tone and language, the preference of certain media outlets whose editorial lines tend to be more extreme (both to the right and to the political left) is detected, to report with an effusive, ironic and even cruel language of those considered "enemies", that is, from the political sphere contrary to its editorial. While the media located in a more centered editorial line (both center-right and center-left) tend to maintain a more contained language without ridiculing or using pejorative terms to refer to politicians of opposing ideologies.

#### 1st EXPERIMENTAL PERIOD

During the 1st experimental period, the topics detected in the media deal with the interventions of politicians Alberto Fernández and Cristina Kirchner, the November 2021 elections (PASO), and the economic and social state of the country.

The tone and language continue to respond to the same preferences detected in the base period.

#### 2nd EXPERIMENTAL PERIOD

During this last period, the recurring themes and people continue along the same lines, paying special attention to the government's challenges in the face of the PASO results. The tone and language continue to respond to the same preferences detected in the base period.

### CLARÍN

#### BASELINE PERIOD

In the sample of opinion articles, a critical discourse towards the current government (that of Alberto Fernández and Cristina Fernández de Kirchner) is detected.

Language. The articles published during this period denote the preferences of the media to inform with an effusive, ironic language of the government's management of Covid (the purchase of vaccines), the negotiations with the International Monetary Fund, the PASO elections and the different Argentine territorial conflicts.

Exaggeration of the defects of those considered "enemies". It is observed how a criticism is made towards political sectors linked to Peronism and Kirchnerism: Lack of control and decadence in the Maradona Country; The Government sells smoke; The country in which Alberto and Cristina do not speak to each other; Kirchner had to find someone to blame; Lack of control and decadence in the Maradona Country; The Government celebrates a year with nothing to celebrate; The constant improvisation of the Government; Rodríguez Larreta faces the offensive of Kirchnerism; Kirchnerism swears that it will stay. And the president loses authority; that Cristina's candidates like Máximo or Kicillof kept her negative image as high as hers; Cristina also harms him by always grinding down his authority in public; observe the coven of the Casa Rosada.

#### 1st EXPERIMENTAL PERIOD

The critical discourse towards the government continues in this period that focuses on the management of the government and the electoral results of the legislative elections (PASO) of November 14, 2021. In this period, both the language and the tendency to exaggerate the defects of those considered "enemies" continue in the same wake: the government of Alberto Fernández and Cristina Kirchner; That fight with Cristina eroded his power and damaged his credibility: Alberto has the worst image of his mandate; That of the present State, which is absent without remorse, simply when it fits the President, Cristina or some official; the siege that the K put on him in the Frente de Todos; Despite the failure of *klientelism*, the government insists on this formula;

### LA NACIÓN

#### BASELINE PERIOD

In the sample of opinion articles, a critical discourse towards the current government (that of Alberto Fernández and Cristina Kirchner) is detected.

Language. The articles published during this period denote the media's preferences for reporting with effusive language, ironic about the government's management of Covid, the legislative elections (PASO) and corruption in Argentina. The most named politicians are Alberto Fernández, Cristina Kirchner and Mauricio Macri.

Exaggeration of the defects of those considered "enemies". It is observed how a criticism is made towards political sectors linked to Peronism and Kirchnerism: Cristina Kirchner, against the Republic; she reveals her autocratic conviction; the rate policy of the government of Alberto Fernández, influenced by Vice President Cristina Kirchner; Argentina lacks an economic program, since the entire administration of the Government revolves around the impunity of Cristina Fernández de Kirchner; The national government has received a heavy defeat at the polls.

#### 1st EXPERIMENTAL PERIOD

The critical discourse towards the government continues in this period that focuses on the management of the government and the electoral results of the legislative elections (PASO) of November 14, 2021. In this period, both the language and the tendency to exaggerate the defects of those considered "enemies" remain: Retire the unemployed, another populist madness; labor demagoguery; "Clean sheet" vs. dirty business; With the new obstacle raised by the ruling party in the Chamber of Deputies, the political shield in favor of corruption is consolidated; Cristina, the millionaire pensioner; Cristina Kirchner is uncomfortable.

#### PÁGINA 12

#### BASELINE PERIOD

In the sample of opinion articles, a critical discourse towards the current government (that of Alberto Fernández and Cristina Kirchner) and right-wing ideologies (Macri) is detected.

Language. The articles published during this period denote the media's preferences for reporting with effusive and ironic language on the management of the Government, on the legislative elections (PASO), as well as on the leaders of the center-right and far-right parties.

Exaggeration of the defects of those considered "enemies". It is observed how a criticism is made towards political sectors linked to Peronism and Kirchnerism: The opposition of Juntos por el Cambio bets on the continuity of an Argentina in crisis; The right ceased to feel ashamed of being what it is; Why vote for Frente de Todos.

#### 1st EXPERIMENTAL PERIOD

The critical discourse towards the government and Macri's mandate continues in this period, which focuses on the management of the government and the electoral results of the legislative elections (PASO) of November 14, 2021. In this period, both the language and the tendency to exaggerate the defects of those considered "enemies" are maintained: No compensation: Easy trigger to fire; The last lifesaver of Mauricio Macri; The discursive violence of the right.

## 2nd EXPERIMENTAL PERIOD

In this last period, the recurring themes and people continue to be Macri, the government of Alberto Fernández and Cristina Kirchner and the recent elections. The tone of the articles remains the same as in the previous period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: The media and punitiveness; The *macrista* "Gestapo"; the defeat of the Government in the approval of the Budget; The President once again asked the agency to criticize itself for having granted an abhorrent loan.

## PERFIL

### BASELINE PERIOD

The sample of articles and editorials show a neutral discourse without an evident significance towards a particular political ideology. Among the recurring themes are the elections (PASO), the administration of Alberto Fernández's government and his relationship with Cristina Kirchner, the rest of the leaders of the opposition parties, and the economic and social state of the country after the pandemic.

Language. The articles published during this period denote the media's preferences for reporting with restrained language, nothing ironic or effusive.

Regarding the exaggeration of the defects of those considered "enemies", it can be seen how, despite maintaining a neutral position, the editorial line of this medium is positioned in the center with a certain tendency to the left: Peronism has been accusing the Government of the City of Buenos Aires to use the return to face-to-face education as a political marketing tool; Mauricio Macri's book and his dedication; Massa, between the sparks of Alberto and Cristina; Patricia Bullrich and the punk right.

### 1st EXPERIMENTAL PERIOD

The tone of the articles remains the same as in the baseline period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: Elections in a pandemic: what to do with the PASO?; republican emergency unit; Alberto, Cristina and Sergio; The best symptom of the end of the political cycle of a dominant Kirchnerist is the result in the province where he was born.

## TELAM

### BASELINE PERIOD

The sample of articles and editorials show a neutral discourse, but with a certain tendency towards the center right. Among the recurring topics are the elections (PASO), the economic and political consequences of the pandemic, the management of the government of Alberto Fernández and his relationship with Cristina Kirchner and the rest of the leaders of the opposition parties.

Language. The articles published during this period denote the media's preferences for reporting with restrained language, without irony or effusiveness.

Regarding the exaggeration of the defects of those considered "enemies", it is observed how despite maintaining a neutral position, the editorial line of this medium is



positioned in the center with a certain tendency to the right: Alberto Fernández "positions himself as a natural leader of Latin America"; Squatters and the future of radicalism.

#### 1st EXPERIMENTAL PERIOD

The tone of the articles remains the same as in the baseline period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: The Bolivian coup does not rest; Put Macri in focus; Punishment vote, election without mandates and distributed power.

#### 2nd EXPERIMENTAL PERIOD

In this last period, the recurring themes and people continue to be Macri, the government of Alberto Fernández and Cristina Kirchner and the recent elections. The tone of the articles remains the same as in the previous period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: by the previous Government that impoverished the Argentine people; The vigorous recovery of the Argentine economy; The advance of the right and the shadow of a cannibalistic time; The appointment of Alberto Fernández as president of the Community of Latin American and Caribbean States (CELAC) is a demonstration about Argentina.

### TN

#### BASELINE PERIOD

In the sample of opinion articles, a critical discourse towards the current government of Alberto Fernández and Cristina Kirchner is detected.

Language. The articles published during this period denote the preferences of the media to inform with an effusive, ironic language of the government's management of Covid (the purchase of vaccines), the negotiations with the International Monetary Fund, the PASO elections and the different Argentine territorial conflicts.

Exaggeration of the defects of those considered "enemies". It is observed how a criticism is made towards political sectors linked to Peronism and Kirchnerism: Alberto "cleared the horizon", and now what?; Pope Francis, the "lifesaver" of Alberto Fernández?; Alberto's abracadabra; Alberto is scared, Cristina is not and it is not known what he wants; Could Alberto survive alone, or agree with the opposition? He has no choice but to keep trying to make the lady as scared as he is. The government offers an increasingly confused image to society; This is how Mother, Son and Spirit govern in Kirchnerist parliamentarism; Cristina and Máximo look fresh, vital, satisfied; Once again, the former president and current spiritual leader, not yet of the nation, but at least of the Frente de Todos, beat almost everyone; A Vice President who sees herself a queen.

#### 1st EXPERIMENTAL PERIOD

The critical discourse towards the government continues in this period that focuses on the management of the government and the electoral results of the legislative elections (PASO) of November 14, 2021. In this period, both the language and the tendency to exaggerate the defects of those considered "enemies" continue in the same wake: RIP

to the VIPs: the polls punished the government of the privileged in PASO 2021; Alberto Fernández, the first early retiree; Pope Francis warns Kirchnerism that the party is over; Cristina said "goodbye" to Lenin and Kirchnerism: what survey did she convince her? If you were Cristina Kirchner, on the 15th, would you buy more shares of a sinking ship? Alberto Fernández called to celebrate in Plaza de Mayo: is he happy that Cristina Kirchner has lost control of the Senate? The boss, Cristina Kirchner, stayed at her house.

#### 2nd EXPERIMENTAL PERIOD

In this last period, the recurring themes and people continue to be the government of Alberto Fernández and Cristina Kirchner and the recent elections. The tone of the articles remains the same as in the previous period. Regarding the use of terms: When the "ah, but Macri" seemed to work, the government spokeswoman arrived; Cases against Cristina Kirchner: this is how the "Impunity Plan K" works; Cristina Kirchner and Alberto Fernández bore even Pepe Mujica; The K attack against the Supreme Court, a tactic that hides fears and a historical obsession; Cristina is not opposed to signing the agreement with the IMF, she is opposed to fulfilling it; Alberto Fernández exudes optimism about an ultra pessimistic society; the damage of procrastination.

### **PORTUGAL**

#### BASELINE PERIOD

In Portugal, during the baseline period, a series of issues are detected that are extensible to all the analyzed media: the management of the Pandemic by Prime Minister Antonio Costa, his alliance with the most extreme leftist ideological groups to create a government baptized as *geringonça*, the approval of the Budgets and the presidential elections of January 2021. The Portuguese politicians with the greatest appearance in the media are: the Prime Minister Antonio Costa, the opposition Rui Rio and the President of the Republic Marcelo Nuno Duarte Rebelo. Regarding the tone and language used in the media, a greater propensity to exaggerate and use effusive and ironic terms is detected in the media with more extreme editorial lines. The media that remain in the ideological center and that position themselves as neutral use restrained language and balanced criticism.

#### 1st EXPERIMENTAL PERIOD

During this period, the topics detected in the media deal with the interventions of politicians in electoral campaigns, the results of the presidential elections and in the legislative elections of January 2022.

The tone and language continue to respond to the same preferences detected in the base period.

#### 2nd EXPERIMENTAL PERIOD

During this last period, the people who appear throughout the articles are the leaders of the PS and PSD parties, Antonio Costa and Rui Rio. The elections of January 2022, the management of the health, economic and political crisis, as well as the management of the resources that come from the European Union are the focus of the media discourse.

The language used continues to be restrained in newspapers with center-right or center-left editorials, while the media with editorials close to the most extreme ideologies continue to use a more aggressive tone. Once again, it is clear how the role of the media is fundamental in creating a feeling of rejection towards the parties opposed to its editorial.

### CORREIO DA MANHA

#### BASELINE PERIOD

In the sample of opinion articles, a critical discourse towards the current government (that of Antonio Costa) formed in 2015, known as the *geringonça*, and which agreed with left-wing groups to govern as a minority, is detected.

Language. The articles published during this period denote the preferences of the media to report with effusive, ironic and even cruel language about the government's management of Covid, the approval of the Budgets and the presidential elections of January 2021.

Exaggeration of the defects of those considered "enemies". It is observed how the qualities of some political actors (of the center-right) are extolled to the detriment of others (of the left) who are more critically criticized in columns and editorials through references such as: The Government created confusion and discord among private companies; Rui Rio's zigzags, In his blind ambition for power, he unites the right and the left; The government is increasingly hostage to left-wing populism; António Costa is well aware that he has no consistent opposition on the right.

#### 1st EXPERIMENTAL PERIOD

The critical discourse towards the government continues in this period that focuses on the economic recovery and the elections for prime minister in January 2022. In this period, both the language and the tendency to exaggerate the defects of those considered "enemies" continue in the same trend.

It can be seen how the role of this medium is key to the creation of a national feeling of rejection towards the center-left parties. We find expressions such as: The PS victory, which all polls predicted to be resounding, is smaller than imagined; Costa is without a mirror; With an increasingly spendthrift state; new face of the alternative to Costa; António Costa conquered power through the unprecedented contraption. The polyamorous marriage between socialists, communists and blockists worked without drama in the first legislature; The PSD time; The Divorce of the *geringonça*; Rui Rio opens his arms to PS.

### DIARIO DE NOTICIAS

#### BASELINE PERIOD

In the sample of opinion articles and editorials, a critical discourse with the left and peripheral nationalisms is detected.

Language. The articles published during this period denote the preferences of the media to report with effusive language, although contained, on topics such as the Covid, the government negotiations to approve the Budgets and the presidential elections of January 2021.

Exaggeration of the defects of those considered "enemies". It is observed how the qualities of some political actors (center-left and center-right) are extolled to the detriment of others (extremes) who are harshly criticized in columns and editorials through terms such as: PSD trades your story for a plate of lentils; It causes me great disgust to see the PSD; Did anyone hear Marcelo or Costa apologize?; Rio's betrayal; The far right is the main threat to democracy; The right is sad. What's on the right?; The beauty of defeating fascists!

#### 1st EXPERIMENTAL PERIOD

In this period, the predominant topics are the elections for prime minister in January 2022, and the results obtained in the presidential elections. The tone of the articles remains the same as in the baseline period. As for the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: Portugal can hold an absolute majority?; The President in the role of King Solomon; Costa's agenda and the military rotten apple; Hope in Social Democracy.

#### 2nd EXPERIMENTAL PERIOD

In this last period, the people who appear throughout the articles are the leaders of the PS and PSD parties, Antonio Costa and Rui Rio. The predominant theme is the January 2022 elections.

### EXPRESSO

#### BASELINE PERIOD

In the sample of opinion articles, a critical discourse towards the Prime Minister's government (Antonio Costa's PS) is detected, which is open to negotiating with leftist parties.

Language. The articles published during this period denote the preferences of the media to report with effusive, ironic and even cruel language about the government's management of Covid and the presidential elections of January 2021.

Exaggeration of the defects of those considered "enemies". It can be seen how criticism is focused on political figures on the left, while the parties on the right receive less offensive criticism: It's not the people's fault, it's the government's; It is absolutely unacceptable the way the government of Costa; With the help of the President, the Government managed to impose propaganda on the country; Damn, enough with the propaganda; Look, no, Dr Costa, look, no. Or rather, look at his government; Not least because if anyone contributed to giving visibility to the populists, it was precisely the PS and its partners on the extreme left; The red lines on the left; Podemos's proposal is unacceptable; But how much has the Far Left and its fossilized ideology already cost us?; The shameless act of electoral campaign in which António Costa; António Costa's mediocrity is suffocating; Socialists behave like school bullies. It's as if political bullying is a left-wing virtue; António Costa's depressing treasures.

#### 1st EXPERIMENTAL PERIOD

The critical discourse towards the government continues in this period that focuses on the government's efforts to recover the economy, the results of the January 2021

elections, and the holding of the January 2022 elections. In this period, both the language as the tendency to exaggerate the defects of those considered "enemies" follows the same trend. It can be seen how the role of this medium is key to the creation of a national feeling of rejection towards the center-left or extreme left parties: Costa may have torn down a wall, but built another; of the PS Government there was no assumption of any commitment to respond to these problems.

### JORNAL DE NOTICIAS

#### BASELINE PERIOD

In the sample of opinion articles and editorials, a critical discourse with the left and peripheral nationalisms is detected.

Language. The articles published during this period denote the preferences of the media to report with effusive language, although restrained on topics such as the Covid, the government negotiations to approve the Budgets and the presidential elections of January 2021.

Exaggeration of the defects of those considered "enemies". It is observed how the qualities of some political actors (centre parties) are extolled to the detriment of others (extreme right and left parties) that receive a greater number of criticisms: Marcelo's greatest adversary is Marcelo himself; Government immunity; Presidential elections - the pact of distrust; The regime always treated the matter more in a political and administrative than a scientific way; why is a contraption of the Left being "cool" and plural and the one of the Center/Right would be unnatural and undesirable sacrilege?; Politicians on the wrong stage.

#### 1st EXPERIMENTAL PERIOD

In this period, the predominant topics are the legislative elections of January 2022, and the results obtained in the presidential elections of 2021. The tone of the articles remains the same as in the baseline period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: An antigeringonça by António Costa; Risk of sunset on the Right; PS forced early elections; Marcelo, in recent weeks, has shown that he effectively has a political agenda that seeks to benefit "his" against "others".

#### 2nd EXPERIMENTAL PERIOD

In this last period, the people who appear throughout the articles are the leaders of the PS and PSD parties, Antonio Costa and Rui Rio. The predominant theme is the January 2022 elections, the management of the economy and the approval of the budget.

### OBSERVADOR

#### BASELINE PERIOD

In the sample of opinion articles, a critical discourse towards the Prime Minister's government (Antonio Costa's PS) is detected, which is open to negotiation with left-wing parties, critical of its management of the health crisis, the distribution of funds from Europe and on the approval of the Budgets.

Language. The articles published during this period denote the preferences of the media to report with effusive, ironic and even cruel language about the government's management of Covid and the presidential elections of January 2021.

Exaggeration of the defects of those considered "enemies". It is observed how the criticism is focused on political figures from the left, while the parties from the right receive less offensive criticism: The economy in a new dip, with politics; No, Dr. António Costa, it's not the Portuguese's fault. The prime minister says he is "very surprised" but he shouldn't be: if he had recognized the weaknesses of the SNS and done his homework in the summer he would have better prepared the country for the second wave; Does the right want to be power or a club of cute people?; The stupidest right wing in the world; end (or at least interruption) of the *Gerigonça*; A few days ago, António Costa showed us that he was capable of anything; There is no longer any patience for Marcelo's games; the President of the Republic, instead of putting order in this, invests in intrigues and political games; Customer factory; Portugal needs to know what the national right is; the colossal amount of European funds will above all be a bazooka for the socialist navy.

#### 1st EXPERIMENTAL PERIOD

The critical discourse towards the government continues in this period that focuses on the government's efforts to recover the economy, the results of the January 2021 elections, and the holding of the legislative elections in January 2022. In this period, both language and the tendency to exaggerate the defects of those considered "enemies" follows the same trend. It can be seen how the role of this medium is key to the creation of a national feeling of rejection towards the center-left or far-left parties: Current president Marcelo has alternated between a friendly and innocuous figure and a politically restless actor; The *Geringonça* of the Right; *Geringonça*, more smoke and noise than utility; PSD broadcasts are an opportunity to get to know Rio and Rangel's projects; The best in political ideas and proposals, whichever is the strongest alternative to the PS; No, the PS does not want to dialogue with the right.

#### *PUBLICO*

##### BASELINE PERIOD

In the sample of opinion articles, a critical speech towards the Prime Minister's government (Antonio Costa's PS) and a call to action by the opposition are detected.

Language. The articles published during this period denote the media's preferences for reporting with effusive and ironic language.

Exaggeration of the defects of those considered "enemies". It can be seen how the criticism is focused on political figures from the left, while the parties on the right receive less offensive criticism: Who framed Pedro Nuno Santos?; Candidates for "mentally ill"?; What does the leader of Chega-Açores say?; Rio wanted to fall into Costa's trap; For the freedom of the PCP to deceive itself; Costa is politically responsible for Ihor's death.

#### 1st EXPERIMENTAL PERIOD

The critical discourse towards the government continues in this period that focuses on the government's efforts to recover the economy, the results of the January 2021 elections, and the holding of the January 2022 elections. In this period, both the

language as the tendency to exaggerate the defects of those considered "enemies" follows the same trend. It can be seen how the role of this medium is key to the creation of a national feeling of rejection towards the center-left or far-left parties: The suffocating power of Finance; There is a point that Pedro Nuno Santos' attitude made very clear: the enormous power that Finance has; For the ambition of António Costa and Marcelo; António Costa explores but does not hide that he has lost faith in his commitment.

## SAPO

### BASELINE PERIOD

In the sample of opinion articles and editorials, a critical discourse with the left and peripheral nationalisms is detected.

Language. The articles published during this period denote the preferences of the media to report with effusive language, although restrained on the management of the Pandemic, the economy, the approval of the budgets and the presidential elections of January 2021.

Exaggeration of the defects of those considered "enemies". It is observed how a criticism is made towards more extreme ideological sectors, maintaining a neutral position (of the center) in terms of positioning itself in the political discourse. Some examples: Are ideology and Populism overlapping?; The Isabel Ayuso that we don't have; LD Direct Lines; António Costa uses workers as fuel for the campaign; Pedro Nuno Santos is the real leader of the opposition; Costa's impatience; An increasingly mature Costa; What did the extreme left want?; Left sinker, Right "to the spiders".

### 1st EXPERIMENTAL PERIOD

The critical discourse towards the government continues in this period that focuses on the following legislative elections in January 2022, and on the figures of political leaders such as Antonio Costa, Rui Rio and Pedro Nuno Santos. The tone of the articles remains the same as in the baseline period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: A mediocre campaign; Rio's weaknesses; Marcelo's clarity; The communists and the blockists wanted to show António Costa that he was prime minister only because they wanted to and he stopped being prime minister when they wanted to; Costa's tactic to stay in São Bento.

### 2nd EXPERIMENTAL PERIOD

In this last period, the recurring themes and people remain the same as in previous periods. The focus is on the January 2022 elections and the possible results. Some examples from this period: António Costa, by the way, did what he had to do; The left fails democracy; Left and Gadget; Are PS and PSD the same?; Is the useful vote on the right useful? The Mercedes example; It's time for António Costa to be held accountable for the country's impoverishment.

## ITALY

## BASELINE PERIOD

In Italy during this period, a common agenda is observed in the analyzed media: the management of the social, economic and political crisis generated after the Pandemic. The most present Italian politicians are: Mario Draghi, Silvio Berlusconi, Giuseppe Conte, Roberto Speranza and Enrico Letta.

Regarding the tone and language, an intermediate tone with a tendency to neutrality is detected, however, a certain ideological bias is detected (both to the right and to the political left). Regarding the exaggeration of the defects of those considered "enemies", it is observed how the qualities of some political actors are extolled to the detriment of others, although there is a certain uniformity when it comes to criticizing the candidates of the parties regardless of their ideology.

## 1st EXPERIMENTAL PERIOD

During the 1st experimental period, the topics detected in the media deal with the interventions of the politicians mentioned in the previous section. The political, economic and social crisis generated by the Pandemic continues to be the most recurrent theme in the articles analyzed. An interest in the 2022 elections is beginning to take shape.

## 2nd EXPERIMENTAL PERIOD

During this last period, the recurring themes and people continue to be Mario Draghi, economic and containment policies.

The language used continues to be restrained in newspapers with editorials located in the center of the political spectrum, although there is a certain ideological bias and a greater criticism towards the peripheral nationalisms of the extreme right.

## CORRIEDE DELLA SERA

### BASELINE PERIOD

In the sample of opinion articles and editorials, a critical discourse with the left and peripheral nationalisms is detected. In this period, the predominant themes are the crisis caused by the Pandemic and the management by the government, the migratory crises, the intervention of Europe in armed conflicts, and the problems of the Italian labor market.

Language. Among the columns there is a remarkable heterogeneity and eclecticism. Exaggeration of the defects of those considered "enemies". It can be seen how they are openly critical of their own editorial line: When it all began, it was a question of an epochal choice for their region, between left and right; There are no geopolitical reasons that should induce the EU to bow its head to the autocratic rulers who are now in power in Hungary and Poland; The prime minister does not seem to know the economic history of Italy; The budget of the Italian state for 2021, which the Senate has been called to ratify in four days, is the festival of corporatism; By exposing the deeper Ego of him, which is that of the political agitator; Berlusconi had the sun in his pocket and the others believed it or pretended, however they followed him.

### 1st EXPERIMENTAL PERIOD



During this period the topics are the cooperation of the European Union to manage economic, social and war crises. Concern begins to appear about the intention to vote in relation to the next elections in 2022. The tone of the articles remains the same as in the baseline period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: Europe and the skeptics: "ultra vires", beyond powers; A golden opportunity: to grow (but without errors); Many would like to keep the situation unchanged and most are animated by the concern that a government structure other than the current one will plunge Italy into chaos; The past and us: the fear of eternal fascism; Erdogan's "diplomacy" of drones.

#### 2nd EXPERIMENTAL PERIOD

In this last period, the recurring themes and people continue to be the social and economic problems of Italy, as well as the internal problems of the different political parties, and European conflicts. The tone and language remain balanced.

#### IL SOLE 24 ORE

##### BASELINE PERIOD

The sample of articles and editorials show a balanced discourse without an evident significance towards a certain ideological current. However, there is some critical reference to peripheral nationalist parties (extreme right) and support for politicians such as Mario Draghi. Among the recurring themes, the country's health, economic and labor situation stands out, as well as cooperation with the European Union.

Language. The articles published during this period denote the media's preferences for reporting with restrained language, without resorting to sensational headlines.

Regarding the exaggeration of the defects of those considered "enemies", it is observed how despite maintaining a neutral position, the editorial line of this medium is positioned in the center with a certain tendency towards the center left: We have to do everything again and quickly; If there had not been the interventions of the Brussels - Frankfurt tandem, which in recent months has worked together, perhaps we would have already had to hoist the white flag; Can't CNEL be abolished? We might as well use it; The Draghi government should not forget the neighborhood shop which is in danger of disappearing; GDP recovers, but this is why Draghi cannot and does not want to claim victory; the European Union (EU) has shown that it is alive and well, not "the walking dead" (denounced by Marine Le Pen and her Italian friends); Because we are not on the eve of a French Fifth Republic in an Italian sauce. In fact, English is spoken at Palazzo Chigi. And with reason.

#### 1st EXPERIMENTAL PERIOD

The tone, language and topics of the articles remain the same as in the baseline period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: The pandemic has dealt the final blow to populism, which aggravates the problems instead of solving them; Mario Draghi, "Whatever it takes" as a political style; Since then a lot of water has passed under the bridges and Supermario, on the wings of

what he did in Frankfurt, then landed in Palazzo Chigi in 2021 to try to drive the beautiful country out of the Covid swamps; Center-left: the dilemmas of the European model.

## 2nd EXPERIMENTAL PERIOD

During this period, the concern for the management of the resources assigned by the European Union, and the salvation of the economy through the policies applied in the country continue to be the predominant themes. The tone and language denote the closeness of the editorial line towards centrist positions, criticizing peripheral ideologies: politicians have shown that they care little about Europe and much the wishes of their constituents; If the politician wants to be a central banker, money is at a risk; if the politician is a populist; The Draghi government is liked because it governs, but our system is not made for governments to govern; From Draghi and Macron lash to review the European rules.

## LA REPUBBLICA

### BASELINE PERIOD

The sample of articles and editorials show a critical discourse towards the center-right parties, although some criticism of the ruling party is also perceived. Among the most recurrent themes, the management of the Pandemic, the management of the current government and prime minister, and the conflicts of the European Union stand out.

Language. The articles published during this period denote the media's preferences for reporting with restrained language, nothing ironic or effusive.

Regarding the exaggeration of the defects of those considered "enemies", it is observed how the qualities of some political actors (centre-left) are extolled to the detriment of others (centre-right and far-right) through the use of certain terms or expressions: The Democratic Party and the mess of the referendum; Fascism, a madness in the museum; Democracy and referendum, the responsibilities of the elites; A regenerative project of the country's widespread management team is needed. There is no shortcut; Twenty days after the polls, the majority offers the country a torn image, Palazzo Chigi seems to have been transformed; The Italian paradox has never been more clear than in the last few hours; The comedy of misunderstandings; Anatomy of a real party: M5S is not the new DC; After the center-right vote on the budget gap; Draghi, parties and urgent reality.

### 1st EXPERIMENTAL PERIOD

The critical discourse towards the center-right and far-right both in Italy and the rest of Europe continues in this period, but there is also some criticism of the government's management.

The tone of the articles remains the same as in the baseline period. Regarding the use of terms in order to highlight the defects of those considered "enemies" or contrary to the editorial line of the newspaper, the following examples are observed: Neither conspiracy nor voyeurism; Matteo Salvini has few and very confused ideas on journalism; The Milanese skit of the center-right leaders; Cyclone Zemmour on the Italian right; the new man has almost drained the basin of the old leftist; The European right, in retreat on all fronts, goes to the last assault against the EU and its values; if many are starting to wonder if we are at the dawn of a new era of progressive leadership; Berlusconi, the impossible candidate.

## LA STAMPA

### BASELINE PERIOD

During this period, a moderate discourse can be observed, politically independent, although with a certain critical tendency towards the peripheral nationalisms of the right. Among the most recurring topics, the problems generated by covid, the government's management of economic policy and legislation, the approval of budgets, and the European Union's management of the budgets assigned to member countries stand out.

Language. The articles published during this period denote the media's preferences for reporting with restrained language, nothing ironic or effusive.

As for the exaggeration of the defects of those considered "enemies", we can appreciate the tendency of the medium towards neutrality, but with a certain shift towards the center-left ideology: Without truth there is no democracy; to the government of the undecided; the Prime Minister went to the Chamber to define the right to health on the others; After the blackmail of Hungary and Poland on the budget and Recovery fund, we are facing a government of idiots; to understand that the criminal justice reform just launched by the Draghi government takes an opportunity but does not resolve the critical issues; I would vote for a Draghi right and I would vote for a Draghi left, first of all because it would mean the civilization of both.

### 1st EXPERIMENTAL PERIOD

During this period, the topics continue along the same lines: the political, economic and social crisis due to the pandemic and its management by the government, as well as the regulations imposed by the European Union. The tone and language follow the same trend as in the previous period: Well done: a necessary clean-up, because of hate politics and incivility, also due to the past conduct of the M5S, unfortunately the roads to hell of national politics have been paved; The government uses the resources to reduce the tax wedge; The "decide Draghi"; My Stefano and the "Beast"; All at the polls with the wild boar in the corridor; Politics as a mission, passion and vision; Two shrewd "communists" are insinuating that this ideological, extremist right.

## LIBERO

### BASELINE PERIOD

During this period, a moderate discourse can be observed, politically independent, although with a certain critical tendency towards the peripheral nationalisms of the right. Among the most recurrent topics, the problems generated by covid, the government's management of economic policy and legislation stand out, with special attention to the following politicians: Mario Draghi, Silvio Berlusconi, Giuseppe Conte, Roberto Speranza and Enrico Letta.

Language. The articles published during this period denote the media's preferences for reporting with restrained language.

As for the exaggeration of the defects of those considered "enemies", we can appreciate the tendency of the medium towards neutrality, but with a certain shift towards the center-left ideology: Alessandro Sallusti, Pd thief?; Why is Draghi wrong or the sentiment of the Italians wrong?; Giorgia Meloni as Adolf Hilter?; Green Pass, Alessandro

Sallusti: yes to the vaccine, no to the robbery of the swab. The scandal Mario Draghi has to deal with; Enrico Letta in order to avoid the polls puts a spoke in the wheel of Mario Draghi in the race to the Quirinale; Center-right, that's why he is much more united than he seems: behind the scenes of the alliance; The newspapers and the media in general followed, which, as is well known, are in the vast majority, and not from today, oriented to the left.

#### 1st EXPERIMENTAL PERIOD

During this period, the topics continue along the same lines: the political, economic and social crisis due to the pandemic and its management by the government, as well as the regulations imposed by the European Union. The tone and language follow the same trend as in the previous period: Matteo Renzi, the broadsides against the left judiciary?; Alessandro Sallusti and the censored virologists, the broadside; Mario Draghi "forever", tam-tam at the palace on the new "party": that's who pulls the strings, thoughtful names appear; Luca Morisi, when the beasts on the left bite Matteo Salvini; Luca Morisi, Vittorio Feltri: if the left is homophobic against the League.

#### 2nd EXPERIMENTAL PERIOD

In this last period, the discourse revolves around the same topics: the Draghi government's management of vaccination, the pandemic in general and the economic crisis. Opposition parties also appear throughout the articles. Some examples: Pd, their patriotism is anti-Italian: because it is the left that has dirty hands; Silvio Berlusconi? Call the mafia: Alessandro Sallusti and the "solemn str\*\*\*" to stop the race at the Colle; Mario Draghi displeases the leaders; Mario Draghi, the paradox; Silvio Berlusconi at the Quirinale? Impossible mission.

## TWEETS

### SPAIN

The tweets of the analyzed politicians are characterized by being messages that seek to mobilize the ideologically closest followers. Topics of general interest are used for personal benefit, and the social network Twitter is used as a tool to strengthen links with the profiles of close users, leaving aside the exchange of positions and the confrontation of ideas with other politicians. Likewise, a unidirectional discourse is detected, showing some tweets with low interaction with other users despite the large number of followers, and the use of videos and images by the analyzed users. Regarding the use of pejorative terms and terms that seek sensationalism, they predominate in the speeches of politicians of peripheral nationalisms, being the most neutral language in those speeches of users of the ideological center.

### SANTIAGO ABASCAL

Messages that seek to mobilize ideologically close followers are the most present. The messages are used as a tool to reinforce the links with the profiles of other users, and mentions to other followers and/or party mates are also detected. The tone and language are characterized by pejorative terms that seek sensationalism.

#### PEDRO SÁNCHEZ

The messages of this political entity are characterized by a neutral style, without resorting to sensationalism to exalt the followers. However, the content of the messages seeks to mobilize close followers, and they allude to other users to reinforce the visibility of the content issued by the leader.

#### PABLO IGLESIAS

The messages of this politician seek to mobilize ideologically related followers with sensational terms. There is no unified discourse or common thread that creates dialogue with other users.

#### PABLO CASADO

The messages of this user seek to mobilize ideologically close followers through sentimental allusions and constant accusations against the President of the Government. The messages are used as a tool to reinforce the links with the profiles of other users and mentions to other followers and/or party mates are even detected. The tone and language used are characterized by pejorative terms that seek sensationalism.

#### ORIOJUNQUERAS

The messages of this user are characterized by alluding to independence in order to mobilize like-minded followers. The tone used seeks sensationalism.

#### LAURA BORRAS

The messages of this user are characterized by alluding to independence with the aim of mobilizing like-minded followers, the language and tone used are employed as a tool to reinforce the bond with followers with a similar ideology.

#### JOAN BALDOVI

The messages of this user follow a more personal tendency, not so institutional. Personal reflections are mixed with allusions to the policies of the rest of parties. The tone and language used seeks to mobilize like-minded followers.

#### IÑIGO URKULLU

The messages of this political entity are characterized by a neutral style, without resorting to sensationalism to exalt the followers. However, the content of the messages seeks to mobilize close followers, and they allude to other users to reinforce the visibility of the content issued by the leader.

#### INÉS ARRIMADAS

The messages generated by this user are characterized by a neutral tone and language, without alluding to disqualification, but seek responses and reactions from ideologically related users.

#### ARNALDO OTEGUI

This user is characterized by constant allusions to users to mobilize the ideologically closest followers, reproducing messages associated with related users. He does not use ironic or pejorative language.

#### ANA PONTÓN

The messages of this politician seek to mobilize ideologically related followers. There is no unified discourse or common thread that creates dialogue with other users.

#### CHILE

The tweets of the analyzed politicians seek to mobilize their ideologically closest followers, either through accusations against the government or leaders of other parties, or by mentioning other users. As for the topics, there is no common topic for all users, but each one establishes an agenda for their own benefit. We detect how the social network Twitter is used as a tool to strengthen links with the profiles of close users, and as a mean of responding to actions or users who disagree ideologically. Likewise, most of the users analyzed maintain a unidirectional speech, with little interaction. Regarding the use of pejorative terms and terms that seek sensationalism, they predominate in the speeches of politicians of peripheral ideologies, being the most neutral language in those speeches of users of the ideological center.

#### CARLOS MALDONADO

The messages of this user are characterized by constant mentions of other users with similar ideologies. In addition, the tone and language used are not intended to sensationalize.

#### DANIEL JADUE

The messages of this politician seek to mobilize ideologically related followers with sensational terms. There is no unified discourse or common thread that creates dialogue with other users.

#### EVELYN MATTHEI

The messages of this user seek to mobilize ideologically close followers through sentimental allusions and the mention of accounts of other related users. The messages are used as a tool to reinforce the links with the profiles of other users, and mentions to other followers and/or party mates are also detected.

#### GABRIEL BORIC

The messages are characterized by alluding to facts, government management and to other users to mobilize the masses. The messages are used as a tool to reinforce the links with the profiles of other users to reinforce the visibility of the content.

#### HERALDO MUÑOZ

The messages of this politician seek to mobilize ideologically related followers with sensational terms. There is no unified discourse or common thread that creates dialogue with other users.

#### IGNACIO BRIONES

The messages of this politician seek to mobilize ideologically related followers with sensational terms, and constant accusations against the government. There is no unified discourse or common thread that creates dialogue with other users, although the tweets contain mentions of other users' profiles to reinforce visibility.

#### JOAQUÍN LAVÍN

The messages of this user seek to mobilize ideologically close followers through sentimental allusions and constant accusations against the president of the government. The messages are used as a tool to reinforce the links with the profiles of other users. The tone and language used is characterized by pejorative terms that seek sensationalism.

#### JOSÉ ANTONIO KAST

The messages of this user seek to mobilize ideologically close followers through sentimental allusions and mentions of opposition leaders. The language and tone used are not ironic or pejorative, but they do seek to create a certain sensationalism and support from ideologically related users.

#### MARIO DESBORDES

The messages of this user seek to mobilize ideologically close followers. In addition, the messages are used as a tool to reinforce links with the profiles of other users, and direct responses to other profiles. The tone and language used is characterized by pejorative terms that seek sensationalism.

#### PAMELA JILES

The messages of this user are characterized by a neutral style, without resorting to sensationalism to exalt the followers. However, the content of the messages seeks to mobilize close followers, and they allude to other users to reinforce the visibility of the ideology of the party to which they belong.

#### PAULA NARVAEZ

The messages of this user are characterized by a neutral style, without resorting to sensationalism to exalt the followers. However, the content of the messages seeks to mobilize followers who are ideologically close, as well as allude to sentimentality.

#### SEBASTIAN SICHEL

The messages of this politician seek to mobilize ideologically related followers with sensational terms and constant accusations. There is no unified discourse that creates dialogue with other users, although the tweets contain mentions of specific profiles of other opposition politicians.

#### XIMENA RINCÓN

The messages of this user seek to mobilize ideologically close followers through sentimental allusions and reproaches to the opposition candidates. Constant allusions to national values and rural characteristics are detected.

#### YASNA PROVOSTE

The messages of this politician seek to mobilize ideologically related followers. The language and tone used seek to create community and allude to sentimentality. A critical discourse towards the government is detected.

#### ARGENTINA

The tweets of the politicians analyzed in this country are characterized by containing messages that seek to mobilize the ideologically closest followers and generate a feeling in the users. In addition, each profile manages the topics based on the interests and the ideological spectrum in which they are located. Once again, we detect a use of this social network as a driver to reinforce links with close user profiles and as a tool to emphasize user positions. The discourse is characterized by little interaction, that is, it is unidirectional. Regarding the use of pejorative terms and those that seek sensationalism, they predominate again in the speeches of politicians of more extreme ideologies, being the most restrained language in those speeches of users of the ideological center.

#### ALBERTO FERNÁNDEZ

Most of the messages from this user seek to report on the actions carried out by the government. No interaction with other users is detected, and the language and tone used do not tend towards questioning or sensationalism.

#### ALFREDO CORNEJO

The messages of this user seek to mobilize ideologically close followers through sentimental allusions and the mention of accounts of other related users. The messages are used as a tool to reinforce the links with the profiles of other users, and mentions to other followers and/or party mates are also detected. There are also direct allusions to other political leaders with a disapproving tone.

#### ANTONIO BONFATTI

The messages of this politician seek to mobilize ideologically related followers with sensational terms. There is no unified discourse or common thread that creates dialogue with other users.

#### CRISTINA FERNÁNDEZ

The messages of this user seek to mobilize ideologically related followers with sensational terms. There is no unified discourse or common thread that creates dialogue with other users but uses Twitter as a unidirectional and personal tool.

#### DANIEL SCIOLI

The messages, given the position of ambassador in Brazil, deal with the international relations of Argentina and Brazil. He focuses on launching messages that allude to the production and economy of Argentina as a power in Brazil. The speech tries to get closer to like-minded followers (Frente de Todos).

#### ELISA CARRIO



The messages are characterized by alluding to facts, the management of the government and other users to mobilize the masses. The messages are used as a tool to reinforce the links with the profiles of other users to reinforce the visibility of the content.

#### GERARDO MORALES

The messages of this politician seek to mobilize ideologically related followers with sensational terms. There is no unified discourse or common thread that creates dialogue with other users.

#### HORACIO RODRÍGUEZ LARRETA

This user maintains a discourse similar to the rest, the messages seek to mobilize and sensitize related users. The tone and language are balanced.

#### JOSÉ LUIS GIOJA

The messages are used as a tool to reinforce the links with the profiles of other users, and mentions to other followers and/or party mates are also detected.

#### MAURICIO MACRI

The messages are characterized by alluding to facts, government management and other users to mobilize subjects with similar ideologies. The messages are used as a tool to reinforce the links with the profiles of other users to reinforce the visibility of the content. The language, although restrained, pursues sensationalism.

#### NICOLÁS DEL CANO

The messages focus on denouncing the management of the government and the acceptance by users related to the ideological line of this user. The speech is characterized by the use of a sensationalist tone and language.

#### PATRICIA BULLRICH

The messages of this user seek to mobilize ideologically related followers with sensational terms. She uses Twitter as a unidirectional tool, with pejorative speech and terms.

#### ROBERTO LAVAGNA

The messages of this user seek to mobilize ideologically close followers through sentimental allusions and emphasizing proposals related to their political ideology.

#### PORTUGAL

Like other users who belong to a political organization, the analyzed tweets contain messages that seek to position, empathize and/or mobilize users with similar ideologies. Once again, the use of Twitter as a tool to create interaction and two-way discourse is not detected, but rather it is used as a bulletin board or as a form of confrontation. Regarding the language used, it is noted how the terms that induce sensationalist feelings appear in the speeches of users with ideologies located on the political periphery, whether from the right or from the left.

#### ANDRÉ VENTURA

The messages of this user are characterized by exaltation and the use of pejorative terms that seek sensationalism and mobilize ideologically close followers. A use of discourse is detected in this social network as a tool to reinforce links with the profiles of other users, as well as party colleagues, generating positions of rejection towards users of opposite ideologies.

#### ANTÓNIO COSTA

This user's account is characterized by a neutral style, without resorting to sensationalism to exalt the followers. It is detected that the content seeks to bring positions closer to other followers of a similar ideology and support the actions taken by the party.

#### CATARINA DE MARTINS

The messages of this user follow a more personal trend, not so institutional, with strong reflections and calls to action. The tone and language seek to mobilize like-minded followers and this social network is employed as a loudspeaker to denounce and give visibility to the demands of their political party.

#### FRANCISCO RODRIGUES DOS SANTOS

This user's speech seeks to mobilize ideologically close followers through sentimental allusions and constant accusations against the president of the government. This user seeks to strengthen the links with the profiles of ideologically related users and encourage sensationalism through the use of offensive terms.

#### JOAO COTRIM FIGUEIREDO

The discourse is used as a tool to reinforce links with the profiles of other users, generating positions of rejection towards users of opposite ideologies, including constant accusations against the opposition government.

#### RUI RIO

The messages of this follower are characterized by constant references to the ruling party (ideologically opposed) but the messages are not so sensationalist, but instead try to bring positions closer together. It is detected how this user seeks to strengthen the links with the profiles of ideologically related users.

#### RUI TAVARES

The speech of this user is more personal, with allusions and conversations with other users. However, it is detected that the messages seek identification with ideologically related users and therefore the creation of links with the profiles of followers and related users is sought.

#### ITALY

The tweets of the analyzed politicians are characterized by being messages that seek to generate a feeling of unity and mobilize users with similar ideologies. Specifically, it is

detected that Twitter is used as a tool to manage issues based on the user's individual interest, generating an agenda distanced from social reality. That is, this social network is key to reinforcing links with ideologically close user profiles and as a tool to emphasize user positions. Once again, and as in the rest of the countries in the sample, the speech analyzed has little interaction with the rest of the users. In terms of language, users belonging to the most extreme parties (left and right) are characterized by the use of sarcastic, effusive and cruel terminology that seeks sensationalism.

#### ENRICO LETTA

The discourse of this user is characterized by mentions of other users and appealing to the emotions of users with a similar ideology. The language used, although quite restrained, seems to have a sensationalist purpose with terms such as "right-wing" that question and position the followers.

#### GIORGIA MELONI

Detected messages that seek to mobilize ideologically close followers, with a discourse loaded with pejorative terms and that seek sensationalism.

#### GIUSEPPE CONTE

The messages of this user seek to ingratiate themselves with all those users who may be ideologically related. The speech is characterized by a neutral tone and language that seek response and reaction from the followers.

#### MATTEO RENZI

The messages are characterized by questioning the rest of the parties, with mentions and allusions to the different actions carried out by the other political actors. The messages are used as a tool to reinforce links with the profiles of other related users. The language and tone tend to sensationalism.

#### MATTEO SALVINI

Messages seek to mobilize ideologically close followers. The messages are used as a tool to strengthen links with the profiles of other users who are related to their ideology. The tone and language used is characterized by pejorative terms that seek sensationalism.

#### ROBERTO SPERANZA

The messages of this user are characterized by a neutral style, without resorting to sensationalism to address their followers and/or similar users. However, the content of the messages does seek to mobilize users to reinforce the visibility of the content broadcast.

#### SILVIO BERLUSCONI

Highly ideological messages are detected with effusive, ironic and even cruel language from the government's management. In addition, the messages are used as a tool to reinforce links with the profiles of other users and give greater visibility to the codes of their ideology.