

EXECUTIVE SUMMARY

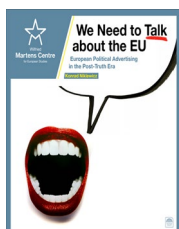
We need to talk about the EU—European political advertising in the post-truth era

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The long economic crisis and the subsequent immigration crisis have frustrated millions of citizens and angered them against the elites—and, unfortunately, against the EU. The rise of online media has triggered a chain reaction and the revolution in communication is transforming the way our democracies work. This paper focuses on the communication challenge the EU is facing. The EU institutions need to take up the gauntlet and start defending the European project. At the occasion of the sixtieth anniversary of the Treaty of Rome, there cannot be a better opportunity to reconnect with citizens.

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