

## Says

What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



It investigates ideology, power, politics and socio-economic context .political analysis is simply more dynamic

only the imagination as it is defined within coleridge's all embracing.

Counteracts the perennial tendency of politics to vanish into its.

Form a more perfect union establish justice,insure domestic tranquility,provide for the common defence

It is because our hopes and fears enmesh us in uncertainly, doubt and anxiety about the future that they are particularly important political.

have identified the critical factors that influence public behavior decision making in times of public emergency.



## Persona's name

Short summary of the persona

Political Analysis publishes peer reviewed articles that provide original and significant advances in the general area of political methodology.

scenarios are
plausible and
textured stories that
help imagine how the
future political economic world could
be different from the

structure that organizes the imagination and the symbolism of the political.

fear or anxiety is the most studied emotion ,both within political psychology and more generally.

Distance
themselves from
supporters of
opposing politic
al parties.

political rhetoric consists of speech acts and image acts that often rely on emotion laden messages to accuse ,denounce and actually harm people.



## Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



**Feels**