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There is no Glamour left in Being a Politician

The name and the starting-point of this work comes from famous Finnish politician Paavo Väyrynen, who has said that "there is no glamour left in being a politician". Väyrynen's bitter credo can be compared with Walter Benjamin's theory about the disappearance of aura. Television is an apparatus, which has very effectively destroyed politician's age-old aura. That does not mean that politicians have disappeared or lost their meaning. On the contrary, because we can even say that they are nowadays more present than before. They may even be more popular. By popularity I mean above all visibility -repetitive, even grotesque visuality. In a way we can say that television has "levelled" the politician. As Benjamin said in the connection of film-camera and film-actor, television-camera has profoundly changed the situation of the politician. Joshua Meyrowitz has written that the old politics was constructed on "the front-stage" and the modern televisual politics tells us also about the "side-" and "back-stage". In a way we can say that the old politics was theatrical in the Aristotelian sense, and the modern televisual politics reminds Bertolt Brecht's theory of epic theatre. As Karl Marx famously said about capitalism, "all that is solid melts into air". After all, what has been more solid than the image of an old-style politician!