

## **Abstract**

Political communication has developed very rapidly in the last decades as a result of the higher volume of studies about this topic, and the increase of the available tools to the political agents in order to spread their messages. Therefore, it becomes important to follow this growth through an analysis of the most modern and recent forms of political communication.

The growing importance of entertainment in our society demonstrates that a different type of political communication begins to arise: political communication transmitted in the entertainment shows, more specifically in the humor shows.

Entertainment programs are using politics as a topic more frequently nowadays and it's quite common for entertainment shows to use it as the main subject of the show. Therefore, the political content spread by the political agenda is serving the humorists purposes in the development of their shows.

The boundaries between entertainment and politics are more and more tenuous, and nowadays it's quite common to watch entertainment shows whose main subject are politics.

Considering the evolution of political communication and the growing importance of political humor in Portugal, this study will try to analyze and understand the main contents of the national humor programs political messages. We chose to focus our attention on the analyses of the following programs: "Diz que é uma Espécie de Magazine" and "Os Contemporâneos. We intent to show who are the main characters and topics of such shows, as well as to show how these political messages are transmitted, which conveys the analysis of a new way of political participation.

**Key words:** political communication, political message, entertainment show, satire.