

Green Party Federal Election Campaign Commercial (2002)

Abstract

This commercial for the 2002 federal election focuses on party chairman and incumbent Federal Foreign Minister Joschka Fischer as the sympathetic driving force behind the Bündnis 90/Die Grünen party. Fischer speaks directly to the camera and reacts to the image of the Greens as a party that is divided into “realists” [*Realos*] and “fundamentalists” [*Fundis*] and is therefore notoriously divided and unable to reach a consensus. Fischer counters this with his experience as Foreign Minister and recalls the principles of Green policy within the red-green government coalition. In the 2002 election, the Greens were able to record a considerable increase in votes compared to 1998 and thus secure the continuation of the governing coalition between the SPD and Alliance 90/The Greens.

Source

Source: BÜNDNIS 90/DIE GRÜNEN, Election campaign ad, 2002.

<https://youtu.be/pK-1AgsgcKY?si=6N3XGdsAjwGqS01e>

BÜNDNIS 90/DIE GRÜNEN

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