Political Communication

INTRODUCTION

Political communication relates to the communication of knowledge, values and attitudes. The processes of socialization, participation and recruitment are dependant upon it as the political activity of the individual is determined by the process of political communication. In the words of Althoff and Rush, "Political communication is the transmission of politically relevant information from one part of the political system to another and between the social and the political system". According to Karl W.Deutsch, "it is the dynamic element of a political system".

The study of political communication has acquired growing importance in recent years. The effectiveness of the different political systems is examined through a comparative analysis of the performance of political communication. "Communication performance can hinder or enhance the development of other kinds of system activity. Thus, underlying interest articulation is the opportunity for individuals to exchange thoughts freely which greatly enhances the likelihood of their forming groups and making demands upon the political system. Information obtained from newspapers or television about conditions in the political system or about actions of political leaders may determine the types of support rendered and demands initiated".

COMMUNICATION STRUCTURES

Communication system is fundamental to all kinds of interactions antong the human beings. In a modern society the mass media like radio and television are the most specialised and differentiated communication structures. However, communication structures are classified into five categories :

- informal face to face contacts.
- traditional social structures relating to family or religious group rela-
- political output structures such as interest groups, pressure groups, trade unions and political parties,

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