Political Communication

Brian McNair

Political Communication:

   The International Encyclopedia of Political Communication, 3 Volume Set Gianpietro Mazzoleni,Kevin G. Barnhurst,Ken'ichi Ikeda,Rousiley C. M. Maia,Hartmut Wessler,2015-12-14 The International Encyclopedia of Political Communication is the definitive single source reference work on the subject with state of the art and in depth scholarly reflection on the key issues within political communication from leading international experts It is available both online and in print Explores pertinent salient topics within political science sociology psychology communication and many other disciplines Theory empirical research and academic as well as professional debate are widely covered in this truly international and comparative work Provides clear definitions and explanations which are both cross national and cross disciplinary by nature Offers an unprecedented level of authority accuracy and balance with contributions from leading international experts in their associated fields Part of The Wiley Blackwell ICA International Encyclopedias of Communication series published in conjunction with the International Communication Association Online version available at Wiley Online Library www wileyicaencyclopedia com Named Outstanding Academic Title of 2016 by Choice Magazine a publication of the American Library Association   The SAGE Handbook of Political Communication Holli A Semetko,Margaret Scammell,2012-07-15 This authoritative and comprehensive survey of political communication draws together a team of the world s leading scholars to provide a state of the art review that sets the agenda for future study It is divided into five sections Part One explores the macro level influences on political communication such as the media industry new media technology and political systems Part Two takes a grassroots perspective of the influences of social networks real and online on political communication Part Three discusses methodological advances in political communication research Part Four focuses on power and how it is conceptualized in political communication Part Five provides an international regional and comparative understanding of political communication in its various contexts The SAGE Handbook of Political Communication is an essential benchmark publication for advanced students researchers and practitioners in the fields of politics media and communication sociology and research methods   Political Communication Richard M. Perloff,2013-10-18 In this political communication text Richard M Perloff examines the various ways in which messages are constructed and communicated from public officials and politicians through the mass media to the ultimate receivers the people With a focus on the history of political communication he provides an overview of the most significant issues in the study of politics and the media In addition to synthesizing facts and theories and highlighting the scholarly contributions made to the understanding of political communication effects Political Communication addresses such factors as the rhetorical accomplishments of American presidents the ongoing tangles between the press and the presidency and the historical roots of politics as it is practiced and studied today It also addresses major issues about the press and politics that continually resurface such as question of press bias and the use and manipulation of media by politicians to accomplish

national goals As a comprehensive and engaging introduction to contemporary political communication this volume provides all readers with a historical perspective on American politics and press and offers a unique appreciation of the strengths and virtues of political communication in America   *Political Communication* Steven H. Chaffee,1975-12   **The Dynamics of Political Communication** Richard M. Perloff,2013-12-04 The Dynamics of Political Communication blends the drama excitement and chaos of politics with the extensive body of social science research that maps in detail the role of the communication media in our political life Maxwell McCombs University of Texas at Austin The effortlessness and accessibility with which this text walks the reader through theories current examples and exercises will also make it a very popular textbook for undergraduate courses I look forward to assigning it in my classes Dietram A Scheufele University of Wisconsin Madison Written in an easily accessible style and filled with timely and interesting examples this textbook would be a first rate addition to any introductory course on the topic Gadi Wolfsfeld Author of Making Sense of Media and Politics Five Principles in Political Communication an engaging and timely analysis of the central role of media in American politics The book provides multiple perspectives to stimulate critical thought and reflection Ann N Crigler University of Southern California Perloff has offered a systematic overview of the topic that allows us to make sense of the chaotic communication environment we are enveloped within A must read for anyone looking to introduce themselves to this important research area R Lance Holbert The Ohio State University What impact do news and political advertising have on us How do candidates use media to persuade us as voters Are we informed adequately about political issues Do 21st century political communications measure up to democratic ideals The Dynamics of Political Communication Media and Politics in a Digital Age explores these issues and guides us through current political communication theories and beliefs Author Richard M Perloff details the fluid landscape of political communication and offers us an engaging introduction to the field and a thorough tour of the discipline He examines essential concepts in this arena such as agenda setting agenda building framing political socialization and issues of bias that are part of campaign news Designed to provide an understanding and appreciation of the principles involved in political communication along with methods of research and hypothesis testing each chapter includes materials that challenge us by encouraging reflection on controversial matters and providing links to online examples of real life political communication The text s companion website provides expanded resources for students as well as materials for instructors to use in the classroom The Dynamics of Political Communication immerses readers in contemporary events through its coverage of online campaigning effects of negative advertising issues of gender bias in campaign politics and image management strategies in the 2012 campaign It will prepare you to survey the current political landscape with a more critical eye and encourage a greater understanding of the challenges and occurrences presented in this constantly evolving field   **New Directions in Political Communication** David L. Swanson,Dan Nimmo,1990 Political communication has witnessed unprecedented growth and change over the past decade This volume explores the

state of the art in political communication research and highlights some of the most promising directions for future research that are emerging in current work New Directions in Political Communication argues that it is time for political communication research to look beyond the traditional voter persuasion paradigm that has dominated the field and reach out to other contexts and viewpoints The volume offers analyses of the broad foundations of political communication examples of a broadened understanding of what kinds of messages should be viewed as political an institutional perspective brough

    Political Communication Ethics Peter Loge,2020-08-14 Political Communication Ethics Theory and Practice brings together scholars and practitioners to introduce students to what if any ethical responsibilities political professionals have Chapter authors range from a top Republican lobbyist to an Obama appointee from leading academics to top digital strategists and more As a collection of diverse perspectives covering speechwriting and political communication advocacy political campaigns online politics and American civil religion this book serves as an essential resource for students and scholars across many disciplines   <u>An Introduction to Political Communication</u> Brian McNair,2003 An Introduction to Political Communication explores the relationship between politics the media and democracy in the United Kingdom the United States and other contemporary societies In this textbook Brian McNair examines how politicians trade unions pressure groups non governmental organisations and terrorist organisations make use of the media Separate chapters look at political media and their effects the work of political advertising marketing and public relations and the communication practices of organisations at all levels from grassroots campaigning through to governments and international bodies Recent developments covered in the new edition includes the re election of New Labour in 2001 the changes in government information and communication policy introduced by the Blair administration since 1997 the 2000 election of George W Bush in the United States the NATO interventions in Kosovo and the former Yugoslavia the implications for international political communication of September 11 the emergence of Al Quaida and the war on terror   *Political Communication and Deliberation* John Gastil,2007-11-29 Professor Gastil has been a leading voice in the deliberative democracy movement for the last 15 years and with this book he has created a wonderful resource that adeptly captures the broad valuable work being done both inside and outside academia concerning public deliberation and political communication I hope this book will help spark a whole new generation of courses focused on this critical topic Mart n Carcasson Colorado State University The act of deliberation is the act of reflecting carefully on a matter and weighing the strengths and weaknesses of alternative solutions to a problem It aims to arrive at a decision or judgment based not only on facts and data but also on values emotions and other less technical considerations Though a solitary individual can deliberate it more commonly means making decisions together as a small group an organization or a nation Political Communication and Deliberation takes a unique approach to the field of political communication by viewing key concepts and research through the lens of deliberative democratic theory This is the first text to argue that communication is central to democratic self governance primarily because of its potential

to facilitate public deliberation Thus it offers political communication instructors a new perspective on familiar topics and it provides those teaching courses on political deliberation with their first central textbook This text offers students practical theory and experience teaching them skills and giving them a more direct understanding of the various subtopics in public communication Companion Website A dedicated Website inventories everything that might be useful for instructors using Political Communication and Deliberation in their courses Syllabi suggestions show how to use the book when teaching on a semester or a quarter long course as well as a set of classroom exercises and larger projects that have been used in previous courses Also a wiki and forum let instructors exchange teaching ideas links and new content to supplement each chapter

Platforms, Power, and Politics Ulrike Klinger,Daniel Kreiss,Bruce Mutsvairo,2023-10-10 Political communication has fundamentally transformed as digital technologies have become increasingly important in everyday life Technology platforms have become powerful political instruments for world leaders campaigns social movements journalists and non governmental organizations Moreover they are essential to how people communicate about politics encounter and share political information and take action to pursue their political goals This is the first textbook to center digital platforms in understanding political communication With global examples beyond the context of Western democracies the text reveals how digital technologies such as social media and search engines are increasingly shaping political communication in countries around the world It shows how the core processes of political communication are being reshaped by platforms from how elections are contested to how issues make it onto policymaking agendas Topics covered include public opinion journalism strategic communication political parties social movements governance disinformation propaganda populism race ethnicity and democratic backsliding Full of lively examples and pedagogical features Platforms Power and Politics offers an exciting and innovative new approach to political communication It is essential reading for students of political communication and an important resource for scholars journalists and policymakers *Making Sense of Media and Politics* Gadi Wolfsfeld,2011-06-23 Politics is above all a contest and the news media are the central arena for viewing that competition One of the central concerns of political communication has to do with the myriad ways in which politics has an impact on the news media and the equally diverse ways in which the media influences politics Both of these aspects in turn weigh heavily on the effects such political communication has on mass citizens In Making Sense of Media and Politics Gadi Wolfsfeld introduces readers to the most important concepts that serve as a framework for examining the interrelationship of media and politics political power can usually be translated into power over the news media when authorities lose control over the political environment they also lose control over the news there is no such thing as objective journalism nor can there be the media are dedicated more than anything else to telling a good story the most important effects of the news media on citizens tend to be unintentional and unnoticed By identifying these five key principles of political communication the author examines those who package and send political messages those who transform political messages into news and

the effect all this has on citizens The result is a brief engaging guide to help make sense of the wider world of media and politics and an essential companion to more in depths studies of the field   Political Communication in American Campaigns Joseph S. Tuman,2007-10-19 In Political Communication in American Campaigns Joseph S Tuman provides a comprehensive clear and accessible treatment of American campaign rhetoric and argues that modern elections are not really about contests between candidates or political parties rather they are more about the competing messages each player in the political process must present to persuade and reach voters This book s triangulated approach to political communication includes 1 all forms of campaign speech and oratory 2 the rhetorical dimensions of campaign debates and 3 candidate campaign interaction with mass media Key Features Allows readers to deconstruct and understand how and why speeches affect voters Offers methods for understanding how political speeches are constructed and targeted as well as how to apply these methodologies to a variety of campaign oratories Provides a comprehensive and entertaining explanation of the history of campaign debates in the United States A historical description of the evolution of political campaign helps situate modern debates within the context of specific mass media strategies and tactics employed by campaigns Reflects how changes in mass media have now influenced how campaigns communicate messages to voters Explores the relationship between campaigns and mass media with an emphasis on paid and free media and addresses the contemporary intersection of campaign Web sites and blogs with campaign main messages fundraising manipulating news coverage and creating ads Offers an insider s view of how campaigns work and how news media coverage of campaigns works The book is written with additional insights from the author s experiences as a political consultant and as a political analyst for news media Presents contemporary examples that all readers will understand Real life case studies of debates from both state and national elections all forms of campaign oratories and mass mediated campaigns Intended Audience This text is designed for advanced courses dealing with such topics as political communication media politics presidential rhetoric and persuasion as found in departments of communication media studies and political science   Political Communication in America Robert E. Denton,Gary C. Woodward,1985 A newly updated revision of a classic in the field of political communication

    Encyclopedia of Political Communication Lynda Lee Kaid,Christina Holtz-Bacha,2007-12-21 2008 Best Reference Library Journal Political communication began with the earliest studies of democratic discourse by Aristotle and Plato However modern political communication relies on an interdisciplinary base which draws on concepts from communication political science journalism sociology psychology history rhetoric and others This two volume resource considers political communication from a broad interdisciplinary perspective encompassing the many different roles that communication plays in political processes in the United States and around the world The Encyclopedia of Political Communication discusses the major theoretical approaches to the field including direct and limited effects theories agenda setting theories sociological theories framing and priming theories and other past and present conceptualizations With nearly 600 entries this resource

pays considerable attention to important political messages such as political speeches televised political advertising political posters and print advertising televised political debates and Internet sites The audiences for political communications are also central necessitating concentration on citizen reactions to political messages how the general public and voters in democratic systems respond to political messages and the effects of all types of media and message types Key Features Encompasses several channels of political communication including interpersonal and public communication radio television newspapers and the World Wide Web Provides news media coverage and journalistic analysis of politics political issues political figures and political institutions Concentrates on the field of political communication since the middle of the 20th century Emphasizes political communication from the point of view of the United States but there is substantial and important research and scholarship on political communication in international contexts Considers the role of communication in governing incorporating communication activities that influence the operation of executive legislative and judicial bodies political parties interest groups political action committees and other participants in political processes Key Themes Biographies Books Films Journals Television Democracy Democratization Education and Nonprofit Organizations Elections Government Operations and Institutions Legal and Regulatory Media Events Media Outlets and Programs Role of Media in Political Systems News Media Coverage of Politics Political Affairs Theoretical Approaches Types of Political Media Political Attitudes Political Campaigns Political Events Political Groups and Organizations Political Issues Political Journalism Theoretical Concepts Women in Politics The Encyclopedia of Political Communication is designed for libraries undergraduates and members of the public with an interest in political affairs Media and political professionals as well as government officials lobbyists and participants in independent political organizations will find these volumes useful in developing a better understanding of how the media and communication function in political settings *Handbook of Political Communication Research* Lynda Lee Kaid,2004-07-19 The Handbook of Political Communication Research is a benchmark volume defining the most important and significant thrusts of contemporary research and theory in political communication Editor Lynda Lee Kaid brings together exemplary scholars to explore the current state of political communication research in each of its various facets Reflecting the interdisciplinary nature of political communication scholarship contributions represent research coming from communication political science journalism and marketing disciplines among others The Handbook demonstrates the broad scope of the political communication discipline and emphasizes theoretical overviews and research synthesis with each chapter providing discussion of the major lines of research theory and findings for the area of concern Chapters are organized into sections covering The theoretical background history structure and diversity of political communication Messages predominant in the study of political communication ranging from classical rhetorical modes to political advertising and debates News media coverage of politics political issues and political institutions Public opinion and the audiences of political communication European and Asian

perspectives on political communication and Trends in political communication study including the Internet and its role in changing the face of political communication As a comprehensive and thorough examination of the political communication discipline the first in over two decades this Handbook is a must have resource for scholars and researchers in political communication mass communication and political science It will also serve readers in public opinion political psychology and related areas **Conservative Political Communication** Sharon E. Jarvis,2021-04-14 Conservative Political Communication examines the evolution of appeals media and tactics in right wing media and political communication tracking trends and shifts from the early days of contemporary conservatism in the 1950s to the Trump administration The chapters in this edited volume feature the work of senior and junior scholars from the fields of communication journalism and political science employing content analytic experimental survey historical and rhetorical research methodologies Analyses of the rise of the 24 hour news cycle the range of partisan news sources and the role of social media algorithms in political campaigns yield insights for our media and information ecosystems A key theme across these chapters is how right wing channels and communications help and hinder partisan fragmentation a condition whereby novice elected officials create personal conservative brands appeal to the base through partisan media and complicate senior leadership s ability to engage in bargaining compromise and deal making This volume interrogates conservative media and messaging to track where these processes came from how they functioned in the 2016 U S presidential campaign and where they may be going in the future This book will interest scholars and upper level students of political communication media and politics and political science as well as readers invested in today s political media landscape in the United States **Political Communication** Carsten Reinemann,2014-07-28 Against the background of an enormous expansion and diversification of both political communication itself and scientific research into its structures processes and effects this volume gives an overview of some of the key theories and findings accumulated by political communication research over the last decades In order to do so the volume provides readers with review articles by renowned international authors on various aspects of I the normative regulatory and conceptual foundations of political communication II different situations of political communication e g elections referendums social movements media hypes crisis and war III the activities of and part played by political actors IV mass media and journalism V characteristics and typical features of media messages VI the role played by citizens as well as VII various kinds of effects on citizens Each section includes several chapters that address specific issues and research problems in the form of comprehensive overviews articles *Encyclopedia of Political Communication* Lynda Lee Kaid,Christina Holtz-Bacha,2008 Political communication began with the earliest studies of democratic discourse by Aristotle and Plato However modern political communication relies on an interdisciplinary base which draws on concepts from communication political science journalism sociology psychology history rhetoric and others This two volume resource considers political communication from a broad interdisciplinary perspective encompassing the many different roles that communication plays in political

processes in the United States and around the world The Encyclopedia of Political Communication discusses the major theoretical approaches to the field including direct and limited effects theories agenda setting theories sociological theories framing and priming theories and other past and present conceptualizations With nearly 600 entries this resource pays considerable attention to important political messages such as political speeches televised political advertising political posters and print advertising televised political debates and Internet sites The audiences for political communications are also central necessitating concentration on citizen reactions to political messages how the general public and voters in democratic systems respond to political messages and the effects of all types of media and message types Key Features Encompasses several channels of political communication including interpersonal and public communication radio television newspapers and the World Wide Web Provides news media coverage and journalistic analysis of politics political issues political figures and political institutions Concentrates on the field of political communication since the middle of the 20th century Emphasizes political communication from the point of view of the United States but there is substantial and important research and scholarship on political communication in international contexts Considers the role of communication in governing incorporating communication activities that influence the operation of executive legislative and judicial bodies political parties interest groups political action committees and other participants in political processes Key Themes Biographies Books Films Journals Television Democracy Democratization Education and Nonprofit Organizations Elections Government Operations and Institutions Legal and Regulatory Media Events Media Outlets and Programs Role of Media in Political Systems News Media Coverage of Politics Political Affairs Theoretical Approaches Types of Political Media Political Attitudes Political Campaigns Political Events Political Groups and Organizations Political Issues Political Journalism Theoretical Concepts Women in Politics The Encyclopedia of Political Communication is designed for libraries undergraduates and members of the public with an interest in political affairs Media and political professionals as well as government officials lobbyists and participants in independent political organizations will find these volumes useful in developing a better understanding of how the media and communication function in political settings http catdir loc gov catdir enhancements fy0828 2007026514 d html   *Political Communication Online* Ognyan Seizov,2014-04-24 The impact of the Internet on political communication has been significant and multifaceted it expanded the reach of political messages opened the floodgates of decontextualization and intercultural misunderstanding made room for new genres and forms and allowed for the incorporation of every previously existing communication mode into complex multilayered documents Political Communication Online places these developments in their social and media context covers various disciplinary backgrounds and how they can contribute to a common understanding of the evolving online media landscape and proposes a novel methodological tool for the analysis of political communication online Seizov offers an approach that places context at the core of the theoretical and methodological discussion by discussing the traits of online communication that make it a

unique communication environment The book then brings together different disciplines which have important contributions for the study of political communication online but have not been integrated for this purpose so far such as visual communication multimodal research and cognitive psychology Seizov introduces the book s main theoretical and methodological contribution to multimodal document analysis the annotation scheme Imagery and Communication in Online Narratives ICON and explores how the ICON approach works in practice Taking four distinct genres of online political communication news election campaigns NGOs and social movements the book presents the analyses of convenience samples from each of them in detail This text features a comprehensive theoretical discussion of vital current developments in online political communication places these developments in context and couples that with a practical demonstration of the novel methodology it proposes Political Communication Richard M. Perloff,2013-10-18 In this political communication text Richard M Perloff examines the various ways in which messages are constructed and communicated from public officials and politicians through the mass media to the ultimate receivers the people With a focus on the history of political communication he provides an overview of the most significant issues in the study of politics and the media In addition to synthesizing facts and theories and highlighting the scholarly contributions made to the understanding of political communication effects Political Communication addresses such factors as the rhetorical accomplishments of American presidents the ongoing tangles between the press and the presidency and the historical roots of politics as it is practiced and studied today It also addresses major issues about the press and politics that continually resurface such as question of press bias and the use and manipulation of media by politicians to accomplish national goals As a comprehensive and engaging introduction to contemporary political communication this volume provides all readers with a historical perspective on American politics and press and offers a unique appreciation of the strengths and virtues of political communication in America

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