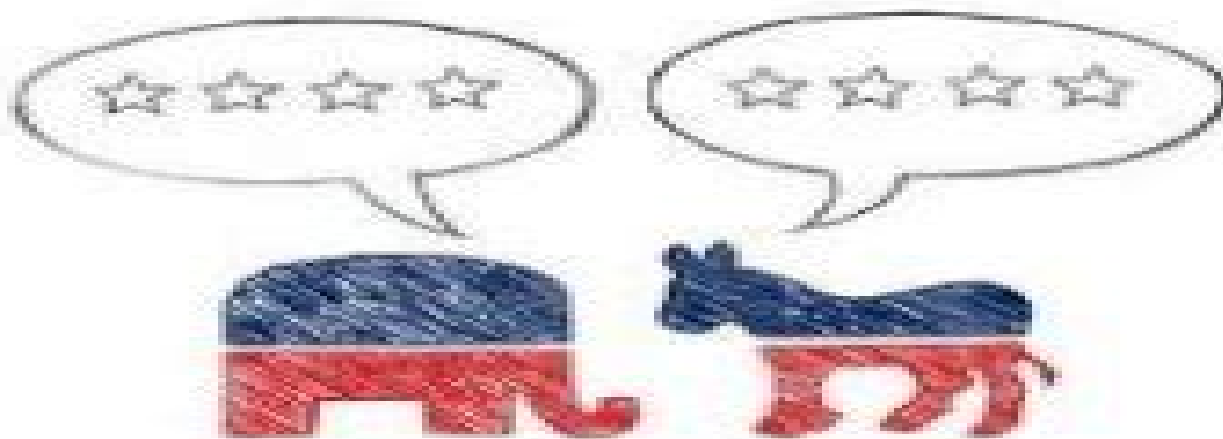


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SECOND EDITION

Presidential Campaign Communication Pcpc Polity Contemporary Political Communication Series

Susana Salgado



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Contemporary Politics, Communication, and the Impact on Democracy Palau-Sampio, Dolores, López García, Guillermo, Iannelli, Laura, 2021-11-12 The loss of credibility of traditional media and democratic institutions points to the important challenges for the democratic system Social networks have allowed new political and social actors to disseminate their messages which has raised diversity However it has also lowered the standards for the circulation of messages and has increased disinformation and hate speech Contemporary Politics Communication and the Impact on Democracy addresses communication and politics and the impact on democracy This book offers a valuable contribution regarding the challenges and threats faced by traditional and stable democracies while disinformation polarization and populism have a main role in the present hybrid communicative scenario Covering topics such as digital authoritarianism emotional and rational frames and political conflict on social media this is an essential resource for political scientists communication specialists analysts policymakers politicians critical media scholars graduate students professors researchers and academicians **Marketing Communication in African Languages** Abiodun Salawu, Kehinde Oyesomi, 2024-12-23 This edited volume considers the use of African languages for marketing communication The importance of an indigenous language stems from its benefits which include increased comprehension and a sense of resonance among the target audience which makes it more memorable as opposed to foreign languages Chapters in the book variously examine African traditional advertising and marketing popular culture as a channel for advertising and marketing political communication advertising and marketing commercials and public relations in African languages as well as branding corporate and public communication in African languages The use of African languages for marketing communication is considered on the traditional mass media and the digital media Readers will gain a lot of insights into the theory and practice of marketing communication in African languages *Political Communication, Culture, and Society* Patricia Moy, Rico Neumann, 2023-08-29 As an installment of Routledge's Broadcast Education Association BEA Electronic Media Research Series Political Communication Culture and Society focuses on the expansive concept of political communication and illuminates the processes contents and effects related to myriad forms and vehicles of political communication Whether involving traditional print or broadcast media social media platforms or face to face discussions political communication today has shaped how we perceive others and understand the world around us including our place in it and ultimately how we engage with others as social cultural and political beings Hailing from multiple locations and drawing on a multitude of theories as well as quantitative and qualitative methodologies the volume's contributors examine how communication intersects with politics in a broad swath of contexts ranging from climate change to migration to the notion of political correctness Collectively they ask and answer questions about how today's richly textured media ecology shapes our political world and how political messages can fuel and ameliorate the issues that deeply cleave societies around the globe Relevant to scholars and students of journalism media

studies and communication sciences this volume will help interested readers better understand today's increasingly complex sociocultural world through the lens of political communication

Political Communication in Britain Dominic Wring, Roger Mortimore, Simon Atkinson, 2016-12-14 This book offers a unique exploration of the 2015 General Election from the perspectives of those most intimately involved as strategists journalists and analysts It features contributions from the rival parties news and polling organizations as well as academic experts who examine all aspects of the campaign A common theme that emerges is the increasing complexity of the democratic process given the development of a more multifaceted party system and a growing fragmentation in mass media audiences The UK electoral landscape has changed in 2015 six parties received more than a million votes whereas in the 2010 General Election it was only three This book provides invaluable insights into contemporary British politics through analysis of an election whose outcome an outright Conservative victory surprised many commentators It will appeal to students and scholars in the fields of electoral politics and media and communication as well as to practitioners and the wider reader interested in British general elections

Resources in Education, 1997

The Dynamics of Political Communication Richard M. Perloff, 2025-07-17 This fully updated fourth edition continues to provide comprehensive coverage of communication and politics again focusing on the way politics and media impact democracy The book explores the intersection between politics and communication drawing from leading scholarship in communication political science and political psychology It describes the nature of today's political media political socialization key media effects such as agenda setting and framing myths biases and facts in political news political advertising and presidential debates This edition includes new and expanded discussions of free speech and misinformation on social media presidential rhetoric the 2022 and 2024 election campaigns and the January 6th investigation narrative It also examines international examples such as the Ukraine War populism in Hungary and Turkey Russian propaganda and TikTok The book is ideally suited for upper level undergraduate and graduate political communication courses in communication journalism and political science programs This edition again features online resources with links to relevant news articles videos or other online materials For instructors an instructor's manual including sample syllabi chapter outlines sample discussion questions sample test questions and lecture slides are also provided Access the support materials at www.routledge.com/9781032613130

Mediated Campaigns and Populism in Europe Susana Salgado, 2018-12-07 This book analyses the coverage of elections that occurred between September 2015 and February 2016 in six European countries Greece Portugal Poland Croatia Spain and Ireland The sample examined includes all news stories published during the official electoral campaign in different types of media outlets three newspapers per country covering centre left and centre right wing political leaning as well as reference and tabloid papers three main television news broadcasts covering commercial private and public broadcast television channels and three papers that are published only online taking into account their levels of audience and importance within each national media and political system The book also examines

different connections to the EU and to the Euro Crisis Questions such as the following guide the overall analysis In what ways is news election coverage similar and different in these countries Which issues are mostly covered by the news media and how Are there patterns of election news coverage in these six European countries This book is indispensable reading for researchers and students in the field of the media coverage of election campaigns political communication and populism Chapters 4 and 8 are available open access under a Creative Commons Attribution 4.0 International License via link [springer.com](https://www.springer.com) [Communication, Race, and Outdoor Spaces](#) Carlos G. Alemán, Peter K. Bsumek, Kundai Chirindo, Jennifer Peeples, Jen Schneider, Carlos Anthony Tarin, Mariko Oyama Thomas, Steve Schwarze, 2022-09-05

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

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