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Nota di contenuto	1. Seven Weeks is a Long Time in Politics Dominic Wring, Roger Mortimore and Simon Atkinson -- 2. A Tale of Two Parties: Press and television coverage of the campaign David Deacon, John Downey, David Smith, James Stanyer and Dominic Wring (Loughborough) -- 3. Broadcasting the Snap Election: Surprising Politics but Familiar Production Paul Brand (ITV) -- 4. BBC Campaign Coverage Policy Jay G. Blumler (Leeds) -- 5. Election Night: The View from Sky News Isla Glaister (Sky News) -- 6. The Agenda-Setting Role of Newspapers in the UK 2017 Election Angela Phillips (Goldsmiths) -- 7. Alternative Agendas or More of the Same? Online News Coverage of the 2017 Election Emily Harmer and Rosalynd Southern (Liverpool) -- 8. Alternative Media: a New Factor in British Politics? Craig Gent and James Walker (Novara

Media) -- 9. 'Strong and Stable' to 'Weak and Wobbly': The Conservative election campaign Anthony Ridge-Newman(Liverpool Hope) -- 10. The Labour Campaign by Greg Cook (Labour) -- 11. The Liberal Democrat Campaign James Gurling (Liberal Democrats) -- 12. Movement Led Electoral Campaigning: Momentum in the 2017 General Election Abi Rhodes (Nottingham, and Momentum) -- 13. #GE2017: Digital Media and the Campaigns Declan McDowell-Naylor (Royal Holloway) -- 14. The Polls in 2017 Will Jennings (Southampton) -- 15. "Yer jaiket is hanging by a shooglie peg!": Fear, Groupthink and Outliers Damian Lyons Lowe (Survation) -- 16. An Ever-Changing Mood: Qualitative Research and the 2017 Election Campaign Suzanne Hall and Paul Carroll (Ipsos MORI) -- 17. Seismographs for youthquakes - how do we know how the public voted in British general elections? Roger Mortimore (Ipsos MORI) -- 18. Why polling matters: the role of data in our democracy Keiran Pedley (GfK).

Sommario/riassunto

Against prior expectations the 2017 General Election proved to be particularly dramatic, repeatedly stunning commentators from its surprise calling right through to its frenetic conclusion. In seven weeks a hitherto dominant Prime Minister saw her once seemingly unassailable lead in the polls eroded as support for her previously beleaguered rival surged. The subsequent restoration of two-party dominance contributed to the return of a hung parliament with profound consequences for both Theresa May and Jeremy Corbyn. Political Communication in Britain, the tenth volume in a series that began nearly four decades ago, revisits a momentous election by providing unique insights from the vantage point of those who fought, reported and researched a campaign that is likely to live long in the public imagination. Dominic Wring is Professor of Political Communication at Loughborough University, UK. Roger Mortimore is Professor of Public Opinion and Political Analysis at King's College London, UK, and Director of Political Analysis at Ipsos MORI. Simon Atkinson is Chief Knowledge Officer at Ipsos MORI, UK.
