

1. Record Nr.	UNINA9910457569903321
Titolo	Political communication in a new era [[electronic resource]] : a cross-national perspective // edited by Philippe J. Maarek and Gadi Wolfsfeld
Pubbl/distr/stampa	London, : Routledge, 2003
ISBN	1-280-13869-6 9786610138692 0-203-98659-8
Descrizione fisica	1 online resource (209 p.)
Collana	Routledge research in cultural and media studies ; ; 10
Altri autori (Persone)	WolfsfeldGadi MaarekPhilippe J
Disciplina	324
Soggetti	Communication in politics Political science Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Political Communication in a New Era A cross-national perspective; Copyright; Contents; List of contributors; Introduction; Part 1 Gathering and disseminating political information in the new era; 1 Political news in the changing environment of political journalism; 2 Political communication and television: between old and new influences; 3 Political communication in the age of the Internet; 4 Mass communication and public opinion; 5 Political communication and personal influence: do the media make a difference?; Part 2: Exploiting political communication in the new era 6 Political advertising during election campaigns7 States, international organizations, and the news media: problems of image cultivation; 8 Media, conflict, and peace; 9 Government communication to the public and political communication; 10 Local political communication and citizen participation; Index
Sommario/riassunto	This book seeks to provide readers with a cross-national perspective concerning the art of political communication in a field increasingly affected by globalization, fragmentation of political audiences, and the rise of professional communications experts - a field concerned not

only with how leaders are chosen, but also with how they govern. Structured in two sections, Political Communication in a New Era examines both methods of gathering and disseminating information in a time of technological transformation, and developments in the uses of political communication across the glo
