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| Nota di contenuto | Cover -- Half Title -- Title Page -- Copyright Page -- Table of Contents -- List of Contributors -- Preface -- Chapter 1: Defining and Mapping the Field of Theory and Research on Political Public Relations -- Chapter 2: Political Public Relations in History: Historical Roots and Scholarly Foundations -- Chapter 3: Ethical Questions, Quandaries, and Quagmires in Political Communication and a Framework for Moral Analyses -- Chapter 4: Digital Political Public Relations -- Chapter 5: Political Public Relations and Relationship Management: Foundations and Challenges -- Chapter 6: The News Management Function of Political Public Relations -- Chapter 7: Political Public Relations and Strategic Framing: Underlying Mechanisms, Success Factors, and Impact -- Chapter 8: Government Communication and Political Public Relations -- Chapter 9: Political Public Relations and Election Campaigning -- Chapter 10: Political Public Relations and Crisis Communication: A Public Relations Perspective -- Chapter 11: Presidential Public Relations |

in the United States -- Chapter 12: Political Public Relations, Corporate Citizenship, and Corporate Issues Management -- Chapter 13: Political Public Relations and Lobbying: It's about Shaping Public Discourse -- Chapter 14: Public Relations and Public Diplomacy at a Crossroads: In Search of a Social Network Perspective -- Chapter 15: Political Public Relations and Activist Network Strategies: The Influence of Framing and Institutionalization on Activist Issues Management -- Chapter 16: Political Public Relations and Underrepresented Groups -- Chapter 17: New Challenges for Political Public Relations Professionals in the Era of Social Media -- Chapter 18: Political Public Relations: Looking Back, Looking Forward -- Index.

Sommario/riassunto

The second edition of Political Public Relations offers an interdisciplinary overview of the latest theory and research in the still emerging field of political public relations. The book continues its international orientation in order to fully contextualize the field amidst the various political and communication systems today. Existing chapters have been updated and new chapters added to reflect evolving trends such as the rise of digital and social media, increasing political polarization, and the growth of political populism. As a singular contribution to scholarship in public relations and political communication, this volume serves as an important catalyst for future theory and research. This volume is ideal for researchers and courses at the intersection of public relations, political communication, and political science.
