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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Chapter One: The Participatory Web and YouTube; Part I: YouTube and Political Campaign Communication; Chapter Two: Political Message Development and Image Control; Chapter Three: Political Advertising and Fundraising via YouTube; Chapter Four: YouTube and Political Debates; Part II: YouTube and In-Office Communication; Chapter Five: Elected Officials and YouTube; Chapter Six: The White House Channel: A Case Study in YouTube Communication; Part III: YouTube and Democratic Engagement; Chapter Seven: YouTube and Deliberative Democracy; Chapter Eight: YouTube and Democratic Engagement Chapter Nine: YouTube and Politics: The Future Bibliography; Index; About the Author
Sommario/riassunto	<i>The Impact of YouTube on U. S. Politics</i> analyzes the broad and evolving political impact of YouTube, specifically addressing political campaigning, communication, and engagement. The text provides a synthesized illustration of the ways in which YouTube has become a requisite tool in U.S. politics.

