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| Autore | Ricke LaChrystal D. |
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| Descrizione fisica | 1 online resource (219 p.) |
| Disciplina | 320.973 |
| Soggetti | Communication in politics - Technological innovations - United States Political campaigns - Technological innovations - United States Social media - Political aspects - United States Internet - Political aspects - United States |
| 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 | 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. |

