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Nota di contenuto	Cover; Copyright; Contents; Boxes; Tables; Preface; Introduction; CHAPTER 1 Party Political Communication in Historical Perspective; CHAPTER 2 The Modern Communication Strategy; CHAPTER 3 Constituency Campaigning in the Post-Modern Age; CHAPTER 4 Political Advertising; CHAPTER 5 News Management: the Rise of the Spin Doctor; CHAPTER 6 Government Communications; CHAPTER 7 Media Bias; CHAPTER 8 Media Power and Media Effects: Theories and Realities; CHAPTER 9 Media Policy (1): Ownership; CHAPTER 10 Media Policy (2): Content; References; Index
Sommario/riassunto	This introduction to the study of political communication covers the following subjects: *The history of the media in the UK and the USA including the concentration of ownership and the emergence of new media technologies *The relationship between the media and political parties, especially the effect the media has had on the policies and internal power structures of parties and other organisations such as pressure groups *Media influence on the electorate and the conduct of democratic politics *The constitutional significance of the politics of the media The first part of the book focuses on the s