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Sommario/riassunto	An engaging history of electioneering in Britain from the eighteenth century to the present, highlighting how the television age has altered the interaction of politicians and public and asking what the media must now do to reinvigorate public politics. - ;In this engagingly written history of electioneering in Britain from the eighteenth century to the present, Jon Lawrence explores the changing relationship between politicians and public. Throughout this period, he argues,

British politics has been characterized by bruising public rituals
intended to bestow legitimacy on politicians by oblig
