

Political Communication Online Structures Functions And Challenges Routledge Research In Political Communication

In times of increasing mediatization and digitalization media play an important role in political and societal transformation processes. The authors of this volume take an actor-centered perspective to shed light on current cases in Arab and Asian countries. They inquire into the ways processes of networking and mobilization evolve in the context of restricted media systems and state-dominated public spheres. It features original research about various social and political actors such as women's rights activists, public intellectuals, anarchists and Islamists.

In looking at the remarkable proliferation of democracies since 1974, this volume offers important insight into the challenges and opportunities that democracy faces in the twenty-first century. Distinguished contributors detail difficulties that democracies face from within and how they deal with them. Among the contemporary threats to democracy emanating from internal sources are tensions arising over technology and its uses; ethnic, religious, and racial distinctions; and disparate access to resources, education, and employment. A democratically elected government can behave more or less democratically, even when controlling access to information, using legal authority to aid or intimidate, and applying resources to shape the conditions for the next election. With elections recently disputed in the United States, Mexico, Lebanon, and the Ukraine, debates about the future of democracy are inescapably debates about what kind of democracy is desired. Contributors are W. Lance Bennett, Bruce Bimber, Jon Fraenkel, Brian J. Gaines, Bernard Grofman, Wayne V. McIntosh, Peter F. Nardulli, Mark Q. Sawyer, Stephen Simon, Paul M. Sniderman, and Jack Snyder.

This is a systematic and accessible introduction to the critical concepts, structures and professional practices of political communication. Lilleker presents over 50 core concepts in political communication which cement together various strands of theory. From aestheticisation to virtual politics, he explains, illustrates and provides selected further reading. He considers both practical and theoretical issues central to political communication and offers a critical assessment of recent developments in political communication.

The SAGE Handbook of Political Advertising provides a comprehensive view of the role political advertising plays in democracies around the world. Editors Lynda Lee Kaid and Christina Holtz-Bacha, along with an international group of contributors, examine the differences as well as the similarities of political advertising in established and evolving democratic governments.

The Oxford Handbook of Political Communication

New Labour and the Public Sphere

Political Communication in the Nordic Countries

Political Media Relations Online as an Elite Phenomenon

Mediated Politics In Uncertain Terms

Political Communication Online

Political Communication in Canada

The definitive international reference on strategic communication The term "strategic communication" traditionally has been understood as referring to external corporate communication, such as public relations, marketing communication, and advertising, with insufficient consideration beyond its role as a tool of persuasive influence. In recent years, however, the field of strategic communication has evolved to be more holistic in its approach and its role within sociocultural contexts. Articles, textbooks, and handbooks have attempted to define the scope, purpose, and nature of the concept, but as the first major comprehensive work of its kind, The International Encyclopedia of Strategic Communication captures the full scope of contemporary theory and practice in strategic communication. Reflecting the current international trend within communication studies generally, this timely reference explores current efforts on the part of thought leaders and practitioners worldwide to critique, integrate, and reengineer forms, structures, functions of, and purposes for external and internal communication of organizations. To that end, the editors have enlisted a multidisciplinary team of authors, including scholars and industry professionals from around the globe who share their insights and expertise within the four major areas of strategy, organization, management, and sociocultural impact. Defines state-of-the-art concepts, models, theories, contexts, and professional practices at the heart of 21st century strategic communication Addresses all contexts within which strategic influence is required to achieve outcomes that serve the interests of organizations' and those whom they seek to influence Goes beyond traditional, US-dominated perspectives to provide an international approach Explores strategic communication from a much-needed sociocultural perspective Examines strategic communication's role beyond corporate persuasion and offers a broader view of its functions for organizations of all kinds Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association. Online version available at Wiley Online Library. Written with the support and assistance of the International Communication Association, the world's leading association for scholars interested in the study, teaching, and application of all aspects of human, organizational and mediated communication, The International Encyclopedia of Strategic Communication is an indispensable resource for students, teachers, and researchers in the burgeoning field of communication, as well as public relations, corporate communication, and marketing professionals working in organizations worldwide.

Since its development shaped by the turmoil of the World Wars and suspicion of new technologies such as film and radio, political communication has become a hybrid field largely devoted to connecting the dots among political rhetoric, politicians and leaders, voters'

opinions, and media exposure to better understand how any one aspect can affect the others. In The Oxford Handbook of Political Communication Kate Kenski and Kathleen Hall Jamieson bring together leading scholars, including founders of the field of political communication Elihu Katz, Jay Blumler, Doris Graber, Max McCombs, and Thomas Paterson, to review the major findings about subjects ranging from the effects of political advertising and debates and understandings and misunderstandings of agenda setting, framing, and cultivation to the changing contours of social media use in politics and the functions of the press in a democratic system. The essays in this volume reveal that political communication is a hybrid field with complex ancestry, permeable boundaries, and interests that overlap with those of related fields such as political sociology, public opinion, rhetoric, neuroscience, and the new hybrid on the quad, media psychology. This comprehensive review of the political communication literature is an indispensable reference for scholars and students interested in the study of how, why, when, and with what effect humans make sense of symbolic exchanges about sharing and shared power. The sixty-two chapters in The Oxford Handbook of Political Communication contain an overview of past scholarship while providing critical reflection of its relevance in a changing media landscape and offering agendas for future research and innovation.

While feminists have long recognised the importance of self-managed, alternative media to transport their messages, to challenge the status quo, and to spin novel social processes, this topic has been an under-researched area. Hence, this book explores the processes of women's and feminist media production in the context of participatory spaces, technology, and cultural citizenship. The collection is composed of theoretical analyses and critical case studies. It highlights contemporary alternative feminist media in general as well as blogs, zines, culture jamming, and street art.

Jan Niklas Kocks explores the effects of the now almost ubiquitous online media on political media relations and the interactions defining them. He analyses the ways in which leading political spokespersons and journalists perceive digitisation in terms of technological, organisational and political change as well as the actual adaptations of digitisation on an individual and organisational level. Political media relations are approached from a perspective of social network analysis. Findings indicate a picture of political media relations as a continuing elite phenomenon. Networks are still mostly characterised by exclusive arrangements – and often to an even larger degree than the actors involved actually perceive.

Politics and Web 2.0: The Participation Gap

Handbook of Political Communication Research

Javnost

Human Cognitive Constraints in Facebook and Twitter Personal Graphs

Political Marketing

Technology, Political Communication, and Innovation Over Time

Modern Political Communications

Provides academics, journalists, and general readers with bird's-eye view of data-driven practices and their impact in politics and media.

As a consequence of the rapid diffusion of online media, the conditions for political communication, and research concerning it have radically changed. Is empirical communication research capable of consistently describing and explaining the changes in political communication in the online world both from a theoretical and methodological perspective? In this book, Gerhard Vowe, Philipp Henn, and a group of leading international experts in the field of communication studies guide the reader through the complexities of political communication, and evaluate whether and to what extent existing theoretical approaches and research designs are relevant to the online world. In the first part of the book, nine chapters offer researchers the opportunity to test the basic assumptions of prominent theories in the field, to specify them in terms of the conditions of political communication in the online world and to modify them in view of the systematically gained experiences. The second methodological section tests the variations of content analysis, surveys, expert interviews and network analyses in an online environment and documents how successful these methods of empirical analysis have proven to be in political communication. Written accessibly and contributing to key debates on political communication, this bookshelf essential presents an indispensable account of the necessary tools needed to allow researchers decide which approach and method is better suited to answer their online problem.

Against the background of an enormous expansion and diversification of both political communication itself and scientific research into its structures, processes, and effects, this volume gives an overview of some of the key theories and findings accumulated by political communication research over the last decades. In order to do so, the volume provides readers with review articles by renowned international authors on various aspects of (I) the normative, regulatory and conceptual foundations of political communication, (II) different situations of political communication (e.g., elections, referendums, social movements, media hypes, crisis and war), (III) the activities of and part played by political actors, (IV) mass media and journalism, (V) characteristics and typical features of media messages, (VI) the role played by citizens as well as (VII) various kinds of effects on citizens. Each section includes several chapters that address specific issues and research problems in the form of comprehensive overview articles.

This is followed by a chapter by Kersti Torbjørnsrud, entitled Organizing Audiovisual Campaign Coverage and Its Influence on Power Relation Between Media and Politics in Norway. In her chapter, the author discusses how audiovisual campaign coverage is organized in Norway, and then, based on a production study and interviews with editors and political actors, proceeds to analyze how the organization of this news coverage influences power relations between media and politics in Norway. In the final chapter, we summarize and analyze the findings from both the country chapters and the case studies, and make an assessment of the classification of the Nordic countries as forming part of the Democratic Corporatist Model of media and politics. As editors, we hope this will give the reader not only a number of chapters that are interesting in themselves, but also a better understanding of differences and similarities between the Nordic countries

Political Leaders and Democratic Elections

Political Communication in American Campaigns

Retooling Politics

Participatory Spaces, Networks and Cultural Citizenship

The Impact of YouTube on U.S. Politics

Politics

A Comparative Study

Multimodality is one of the most popular and influential semiotic theories for analysing media. However, the application and conceptual anchoring of multimodality often remains geographically and disciplinarily grounded within local systems of thought. *New Studies in Multimodality* combines the expertise of multimodalists from around the globe, offering novel readings and applications of central concepts in multimodality and inviting innovative synergies between previously disparate schools. Combining perspectives from the most actively developing traditions of theory and research, this book progresses from classic concepts to more empirically and practice-motivated contributions. Contributors engage in mutual dialogue to present new

theoretical perspectives and compelling applications to a variety of old and new media. Expanding the basis and scope of multimodality, this volume shows awareness and experience of this field in many disciplines and illustrates how versatile, pervasive and relevant it is for studying today's communication phenomena.

Social media platforms do not just circulate political ideas, they support manipulative disinformation campaigns. While some of these disinformation campaigns are carried out directly by individuals, most are waged by software, commonly known as bots, programmed to perform simple, repetitive, robotic tasks. Some social media bots collect and distribute legitimate information, while others communicate with and harass people, manipulate trending algorithms, and inundate systems with spam. Campaigns made up of bots, fake accounts, and trolls can be coordinated by one person, or a small group of people, to give the illusion of large-scale consensus. Some political regimes use political bots to silence opponents and to push official state messaging, to sway the vote during elections, and to defame critics, human rights defenders, civil society groups, and journalists. This book argues that such automation and platform manipulation, amounts to a new political communications mechanism that Samuel Woolley and Philip N. Noward call "computational propaganda." This differs from older styles of propaganda in that it uses algorithms, automation, and human curation to purposefully distribute misleading information over social media networks while it actively learns from and mimics real people so as to manipulate public opinion across a diverse range of platforms and device networks. This book includes cases of computational propaganda from nine countries (both democratic and authoritarian) and four continents (North and South America, Europe, and Asia), covering propaganda efforts over a wide array of social media platforms and usage in different types of political processes (elections, referenda, and during political crises).

Political Communication Online Structures, Functions, and Challenges Routledge

Building on recent theories of interactive governance and political leadership, *Interactive Political Leadership* develops a concept of interactive political leadership and a theoretical framework for studying the role of elected politicians in the age of governance. The purpose of the theoretical framework is to inspire and guide empirical research into how elected politicians perform political leadership in a society where citizens and other stakeholders play an active role in making and implementing political decisions and what barriers, challenges, and dilemmas they encounter in relation to the performance of interactive political leadership. The research framework draws extensively on recent theories of interactive governance and political leadership and other new developments in political science and public administration research. Moreover, it finds inspiration in current tendencies and embryonic examples of interactive political leadership performed by elected politicians operating at different levels of governance in Western liberal democracies. The basic assumption is that political legitimacy is essential for the survival of a political system, and that interactive political leadership stands out as a promising way of securing what political scientists denote as input-, throughput-, output-, and outcome legitimacy in the age of governance. Hence, interactive political leadership aims to establish a bridge between representative democracy and emergent forms of political participation, to promote political learning and accountability, to strengthen the political entrepreneurship of elected politicians, and to advance the political system's implementation capacity through resource mobilization. The book develops 20 propositions that sets the agenda for a new and much needed field of empirical research into political leadership in the age of governance.

How Networks of Information and Communication are Changing Our Lives

Theoretical Approaches and Research Designs

Truth and Lies of Soft Power

Society and the Internet

A Web Sphere Analysis

Digital Media and the Politics of Transformation in the Arab World and Asia

This book focuses on the impact of digital media use for political engagement across varied geographic and political contexts, using a diversity of methodological approaches and datasets. The book addresses an important gap in the contemporary literature on digital politics, identifying context dependent and transcendent political consequences of digital media use. While the majority of the empirical work in this field has been based on studies from the United States and United Kingdom, this volume seeks to place those results into comparative relief with other regions of the world. It moves debates in this field of study forward by identifying system-level attributes that shape digital political engagement across a wide variety of contexts. The evidence analyzed across the fifteen cases considered in the book suggests that engagement with digital environments influences users' political orientations and that contextual features play a significant role in shaping digital politics.

Online Social Networks: Human Cognitive Constraints in Facebook and Twitter provides new insights into the structural properties of personal online social networks and the mechanisms underpinning human online social behavior. As the availability of digital communication data generated by social media is revolutionizing the field of social networks analysis, the text discusses the use of large-scale datasets to study the structural properties of online ego networks, to compare them with the properties of general human social networks, and to highlight additional properties. Users will find the data collected and conclusions drawn useful during design or research service initiatives that involve online and mobile social network environments. Provides an analysis of the structural properties of ego networks in online social networks Presents quantitative evidence of the Dunbar's number in online environments Discusses original structural and dynamic properties of human social network through OSN analysis

Sample Text

In *Discursive Disruption, Populist Communication and Democracy*, Elena Block explores the links between declining democratic discourses, populist communication, and reflects on the communicative and moral dimensions of populism. Block proposes the concept of discursive disruption to help to identify, analyze and understand the disruptive power of populist speech, turning to the communicative styles of Venezuela's late President Hugo Chávez and the US's President Donald J. Trump to illustrate and support this new conceptual and analytical tool. While the mainstream political class and media traditionally sought to manage the processes of political communication, the book contends that they have now been displaced and their role has been undermined. Middle ground politics and journalism have been

substituted by the adversarial rhetorical styles of populists, multiplied through multi-fragmented channels, texts and voices. With this book, Block continues her introspection in the conceptual, communicative and mediatic dimensions of populism by adding a perspective that draws on democratic and discursive theories. *Discursive Disruption, Populist Communication and Democracy* is ideally designed for scholars and professional communicators in political science and communication studies eager to understand the connection between weakening discourses of modern democracy and the pervasiveness of confrontational styles of populist communication in contemporary political exchanges.

The Only Constant Is Change

Meet the Press and Tweet the Rest

Political Parties, Politicians, and Political Manipulation on Social Media

Perspectives on Political Communication in Africa

An Introduction

The Role of Politicians in the Age of Governance

Communicating Politics

Social media are increasingly revolutionising the ways in which political communication works, and their importance for engaging citizens in politics and public affairs is well understood by political actors. This book surveys current developments in social media and politics in a range of Central and Eastern European countries, including Ukraine and Russia. It explores the process of adoption of social media by politicians, journalists and civic activists, examines the impact of the different social and cultural backgrounds of the countries studied, and discusses specific political situations, such as the 2012 protests in Moscow and the 2014 EuroMaidan events in Ukraine, where social media played an important role. The book concludes by addressing how the relationship between social media and politics is likely to develop and how it might affect the still relatively new democracies in the region.

The Impact of YouTube on U.S. Politics provides a historical, descriptive, and conceptual analysis of the broad and evolving political impact of YouTube. It specifically addresses how politicians, campaigns, the media, and the public utilize YouTube for political campaigning, communication, and engagement. The text provides a synthesized illustration of the ways in which YouTube has become a requisite political tool and normalized as a central platform for political communication in the United States. LaChrystal Ricke discusses political YouTube videos and strategies spanning across the 2006, 2008, 2010, and 2012 election cycles, and addresses the potential impact of YouTube in future U.S. elections.

Political Communication provides a comprehensive, clear, and accessible treatment of American campaign rhetoric. This book's triangulated approach to political communication includes (1) all forms of campaign speech and oratory, (2) the rhetorical dimensions of campaign debates, and (3) candidate/campaign interaction with mass media. This approach provides today's undergraduates with a thorough understanding of the methodological approaches to strategies and practices in American campaigns. Taking a truly communicative approach to political communication, the text explores campaigns in terms of their management and message orientation and focuses on communication strategies as regards speeches, debates, and the use of paid and free media (e.g., print and broadcast ads; the Internet; etc.). Case studies of actual campaign speeches, political debates, and mass media campaigns show the application of theories and methodologies.

*The Handbook of Political Communication Research is a benchmark volume, defining the most important and significant thrusts of contemporary research and theory in political communication. Editor Lynda Lee Kaid brings together exemplary scholars to explore the current state of political communication research in each of its various facets. Reflecting the interdisciplinary nature of political communication scholarship, contributions represent research coming from communication, political science, journalism, and marketing disciplines, among others. The Handbook demonstrates the broad scope of the political communication discipline and emphasizes theoretical overviews and research synthesis, with each chapter providing discussion of the major lines of research, theory, and findings for the area of concern. Chapters are organized into sections covering: *The theoretical background, history, structure, and diversity of political communication; *Messages predominant in the study of political communication, ranging from classical rhetorical modes to political advertising and debates; *News media coverage of politics, political issues, and political institutions; *Public opinion and the audiences of political communication; *European and Asian perspectives on political communication; and *Trends in political communication study, including the Internet, and its role in changing the face of political communication. As a comprehensive and thorough examination of the political communication discipline--the first in over two decades--this Handbook is a "must-have" resource for scholars and researchers in political communication, mass communication, and political science. It will also serve readers in public opinion, political psychology, and related areas.*

The International Encyclopedia of Strategic Communication, 3 Volume Set

Digital Media and Political Engagement Worldwide

Political Communication

Structures, Functions, and Challenges

Domestic Perspectives on Contemporary Democracy

Political Communication in the Online World

The Cases of Hugo Chávez and Donald J. Trump

The eagerly awaited third edition of this highly respected and user-friendly text for introductory courses has been thoroughly updated to reflect the world today. *Politics: An Introduction* provides stimulating coverage of topics essential to the understanding of contemporary politics. It offers students necessary guidance on ways of studying and understanding politics, and illustration of the many different sites at which politics is construed and conducted. Ideal for students taking combined degrees at introductory level in politics and the social sciences, it emphasises the individual and social dimension of politics and covers theories and concepts in an accessible way. Fundamentally, it helps students see the political, and its relevance, in their lives. Key features include: a revised introduction considering 'what is politics' and how we understand and approach its study clear and well-organised coverage of political theory, political behaviour, institutions and the policy process carefully crafted in-text chapter features such as 'consider this' thought-provoking scenarios, 'think points', keyword definitions, chapter summaries, and exercises designed to enliven and extend the learning experience stimulating, up-to-date examples and case studies from across the globe, such as 'fake news', online activism, the rise of populism, culture wars, 'fertility tourism' in India, hydropower in Cambodia, free speech in France, and personality politics in Turkmenistan detailed consideration of democratisation, authoritarian regimes, direct democracy, gender critical perspectives, minority rights, global capitalism, social movements, radical political change, post-secularism, and challenges and changes brought by social media. *Politics: An Introduction* is a broad-ranging, accessible, and essential guide for all students studying, or beginning to study, politics.

Political communication systems in advanced industrial democracies are in a state of flux. The traditional political communication system, with its limited and regulated media channels, stable patterns of media consumption, and identifiable party loyalty, which characterized much of the twentieth century, is giving way to one that is less ordered and structured. This book provides an accessible and comprehensive account of how governments, political parties, established media organizations and citizen audiences, in the US and the UK, are adapting to this systemic change. Against the background of audience fragmentation and widening social and political divisions, James Stanyer provides a critical appraisal of the evolving relationship of political communicators and their audience. He argues that such divisions influence citizen communicative engagement and are increasingly exacerbated by the strategic activities of political advocates and media organizations. *Modern Political Communication* is required reading for anyone who wants a fuller understanding of the transformation of political

communication and the repercussions for democracy.

This edited collection is a cutting-edge volume that reframes political communication from an African perspective. Focusing on sub-Saharan Africa and occasionally drawing comparisons with other regions of the world, this book critically addresses the development of the field focusing on the current opportunities and challenges within the African context. By using a wide variety of case studies that include Mozambique, Zambia, Rwanda, Zimbabwe, Ghana, Kenya, Uganda, South Africa, Ivory Coast and Nigeria, the collection gives space to previously understudied regions of sub-Saharan Africa and challenges the over-reliance of western scholarship on political communication on the continent.

A point of departure for this book is the paradox between the seemingly limitless promise modern web technologies hold for enhanced political communication and their limited actual contribution. Empirical evidence indicates that neither citizens nor political parties are taking full advantage of online platforms to advance political participation. This is particularly evident when considering the websites of political parties, which have taken on two main functions: i) Disseminating information to citizens and journalists about the history, structure, programme and activities of the party; ii) Monitoring citizens' opinions in regard to different political questions and policy proposals that are under discussion. Despite the integration of websites into political parties' "permanent campaigns" (Blumenthal), television continues to be seen as the core medium in political communication and one-way and top-down communication strategies still prevail. In other words, it is still "business as usual". This book questions whether Web 2.0 could help enhance citizens' political participation. It offers a critical examination of the current state of the art from diverse perspectives, highlights persisting gaps in our knowledge and identifies a promising stream of further research. The ambition is to stimulate debate around the party-citizen "participation mismatch" and the role and place of modern web technologies in this setting. Each of the included chapters provide valuable explorations of the ways in which political parties motivate, make use of and are shaped by citizen participation in the Web 2.0 era. Diverse perspectives are employed, drawing examples from several European political systems and offering analytical insights at both the individual/micro level and at broader, macro or inter-societal systems level. Taken together, they offer a balanced and thought-provoking account of the political participation gap, its causes and consequences for political communication and democratic politics, as well as pointing the way to new forms of contemporary political participation.

Comparing Political Communication

Social Media and Politics in Central and Eastern Europe

Online Social Networks

Feminist Media

An Introduction to Political Communication

Discursive Disruption, Populist Communication and Democracy

A Normative Critique

An Introduction to Political Communication explores the relationship between politics, the media and democracy in the UK, the USA and other contemporary societies. Brian McNair examines how politicians, trade unions, pressure groups, non-governmental organizations and terrorist organizations make use of the media. Separate chapters look at political media and their effects, the work of political advertising, marketing and public relations and the communication practices of organizations at all levels, from grassroots campaigning through to governments and international bodies. Recent developments covered in the new edition include: * the re-election of New Labour in 2001 * the changes in government information and communication policy introduced by the Blair administration since 1997 * the 2000 election of George W. Bush in the United States * the NATO interventions in Kosovo and the former Yugoslavia * the implications for international political communication of September 11 * the emergence of Al-Qauida and the war on terror.

This second issue of the book series Visual Politics of War focuses on the implications and uncertainties associated with the 'visual politics' of the current media hostile environment. Over the years, academics, journalists and individuals have produced a body of work connected directly, if in complex and varied ways, to contemporary ideological beliefs. This volume draws together various scholars from different parts of the world examining facets of the new visualization of wars and crisis in a range of innovative ways. All the contributors here pose questions concerned with the significance of visual political works today, and ask how images and personas have developed and been appropriated by others with their own distinct political agendas.

This book provides a detailed analysis of the transnational web sphere that emerged at the height of the Eurozone crisis between 2011 and 2013. During these turbulent years, a diverse spectrum of professional communicators from the media and political sectors as well as from opinionated individuals on blogs and social media discussed, and thus framed, the crisis in the digital public sphere. The analysis focuses on the various fields of contestation of the crisis that became detectable in the transnational online discourse and shows how conflict and fragmentation shaped political communication in this context. Nguyen concludes that there was not a single crisis but a chain of intersecting and profound political and cultural conflicts triggered by the economic upheavals, which led to the emergence of an extremely dynamic and unstable transnational digital public sphere, where different political and cultural viewpoints collided.

Based on extensive data sets from national election studies in nine major democracies, this book brings together leading experts to assess the impact of political leaders on voting patterns. This is the first major book-length treatment of the importance of leaders' personality on the outcome of democratic elections.

New Studies in Multimodality

How Digital Media Are Shaping Democracy

Europe, the Crisis, and the Internet

Strategic 'Campaign Culture'

Interactive Political Leadership

The SAGE Handbook of Political Advertising

The Visual Politics of War Volume Two

The impact of the Internet on political communication has been significant and multifaceted: it expanded the reach of political messages; opened the floodgates of decontextualization and intercultural misunderstanding; made room for new genres and forms; and allowed for the incorporation of every previously existing communication mode into complex multilayered documents. Political Communication Online places these developments in their social and media context, covers various disciplinary backgrounds and how they can contribute to a common understanding of the evolving online media landscape, and proposes a novel methodological tool for the analysis of political communication online. Seizov offers an approach that places context at the core of the theoretical and methodological discussion by discussing the traits of online communication that make it a unique communication environment. The book then brings together different disciplines which have important contributions for the study of political communication online but have not been integrated for this purpose so far, such

as visual communication, multimodal research, and cognitive psychology. Seizov introduces the book's main theoretical and methodological contribution to multimodal document analysis, the annotation scheme "Imagery and Communication in Online Narratives" (ICON), and explores how the ICON approach works in practice. Taking four distinct genres of online political communication - news, election campaigns, NGOs, and social movements - the book presents the analyses of convenience samples from each of them in detail. This text features a comprehensive theoretical discussion of vital current developments in online political communication, places these developments in context, and couples that with a practical demonstration of the novel methodology it proposes.

"The overarching goals of political communication rarely change, yet political communication strategies have evolved a great deal over the course of American history. As this book argues, these changes (at least the successful ones) occur during brief periods of dramatic and permanent transformation, are driven by political actors and organizations, and tend to follow predictable patterns each time. Covering over 300 years of such changes - what it identifies as Political Communication Revolutions - the book shows how this process of change happens and why. To do this, Ben Epstein, following an American Political Development approach, proposes a new model that accounts for the technological, behavioral, and political factors that lead to revolutionary political communication changes over time. In this way the book moves beyond the technological determinism that characterizes communication history scholarship and the medium-specific focus of much political communication work. The book identifies the political communication revolutions that have, in the United States, led to four, relatively stable political communication orders over history: the elite, mass, broadcast, and (the current) information orders. It identifies and tests three pattern phases of each revolution, ultimately sketching possible paths for the future"--

New Labour was the party of government in the UK from 1997-2010. During this period it implemented many changes to the way government communication operated, leading to a type of communication that was widely criticised as 'spin'. This thesis seeks to provide a normative critique of government communication under New Labour. It does so by suggesting that the model of the public sphere, as primarily forwarded by Jürgen Habermas in the *Structural Transformation of the Public Sphere*, can give rise to a set of normative principles that suggest how government ought to communicate. The normative model that is outlined represents an original contribution to knowledge, and advances the theoretical understanding of how the public sphere model might be applied to contemporary political communication. In discussing the public sphere under New Labour, this thesis addresses the role of the Internet, online public services and the UK Parliament in shaping the public sphere. It also attempts to define a certain type of 'spin' that was in use in government under New Labour, and argues that it is both necessary and possible to limit spin in government communication, through internal and external regulation. To do so the normative model comprises five principles from public sphere theory that are representative of a type of government communication that allows the public sphere to function as it is meant to. In arriving at this argument, this thesis draws on a range of governmental and parliamentary reports and inquiries. This thesis undertakes a detailed analysis of the communication structures that developed under New Labour, and argues that the party established in government many of the communication techniques that it had employed in opposition. This thesis concludes by arguing that government communication under New Labour had a greater role in developing the private sphere rather than the public sphere.

Technological, cultural and economic forces are transforming political communication, posing challenges and opportunities for politicians and media organisations, while at the same time many governments and civil society express concerns about the extent and nature of political empowerment and civic engagement. This book offers an international perspective on current thinking and practice about civic and audience empowerment, focusing on the ways and means through which media can empower or dis-empower citizens as audiences. It features theoretical and empirical chapters that draw specific attention to a reappraisal of the theories, methods and issues that inform our understanding of citizens and audiences in contemporary politics. The authors address the following questions: How much and what sorts of civic and audience empowerment are most desirable, and how does this differ cross-nationally? How do citizens relate to private and public spaces? How do citizens function in online, networked, liminal and alternative spaces? How do audiences of 'non-political' media spaces relate their experiences to politics? How are political parties and movements utilising audiences as co-creators of political communication and what are the consequences for democracy? With examples from the UK,

USA, Holland, France, Germany, The Middle East, South Africa and Mexico, this innovative volume will be of interest to students and scholars of political science, marketing, journalism, cultural studies, public relations, media and international relations.

Computational Propaganda

Key Concepts in Political Communication

Theories, Cases, and Challenges

The Media, Political Participation and Empowerment

Conceptual and Methodological Elaborations

A guiding principle in creating Political Marketing has been to examine the ways in which culture, politics, and society interrelate in the field of political marketing. In the course of the book, the editors and contributors consider 'culture' as a distinctive concept with transformative capacities that need further and deeper development in the engineering of the political marketing process. This may be introduced and, consequently, lead to broad formulation of a 'campaign culture'. Indeed, understanding and adapting a broader 'campaign culture', political marketing models may be seen as sets of pathways of key resources resulting viability in human assets, forms of influence, class stratification, alternative flows of information or networking and intercultural knowledge – sharing activity. This book consists of 18 chapters which deal with aspects of political marketing and 'campaign culture.'

Theoretical chapters are found first, followed by two chapters that deal with theoretical issues which became a subject of research. Next presented are the articles that study aspects of electoral behavior, followed by the papers that analyze aspects of nationalism & national identity. Finally, the book concludes with three case studies on various issues in political marketing.

How is society being reshaped by the continued diffusion and increasing centrality of the Internet in everyday life and work? Society and the Internet provides key readings for students, scholars, and those interested in understanding the interactions of the Internet and society. This multidisciplinary collection of theoretically and empirically anchored chapters addresses the big questions about one of the most significant technological transformations of this century, through a diversity of data, methods, theories, and approaches. Drawing from a range of disciplinary perspectives, Internet research can address core questions about equality, voice, knowledge, participation, and power. By learning from the past and continuing to look toward the future, it can provide a better understanding of what the ever-changing configurations of technology and society mean, both for the everyday life of individuals and for the continued development of society at large. This second edition presents new and original contributions examining the escalating concerns around social media, disinformation, big data, and privacy. Following a foreword by Manuel Castells, the editors introduce some of the key issues in Internet Studies. The chapters then offer the latest research in five focused sections: The Internet in Everyday Life; Digital Rights and Human Rights; Networked Ideas, Politics, and Governance; Networked Businesses, Industries, and Economics; and Technological and Regulatory Histories and Futures. This book will be a valuable resource not only for students and researchers, but for anyone seeking a critical examination of the economic, social, and political factors shaping the Internet and its impact on society.