

HANDBOOK of POLITICAL COMMUNICATION

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Handbook Of Political Communication 1981

Brent D. Ruben



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Information and Behavior Brent D. Ruben,1985-01-01 **Communication Yearbook 26** William B. Gudykunst,2003-01-30 This volume offers state of the art communication research representing media interpersonal intercultural and other areas of communication It is an important reference on current research for scholars and students in the social sciences

Free Speech in the New Media Thomas Gibbons,2017-03-02 This volume deals with questions of political and constitutional principle and theory that affect the law and regulation of content in new media that are based on digital technology In the light of convergence between different forms of communication it examines whether the justifications for government intervention in traditional analogue broadcasting and programme delivery continue to be persuasive The essays examine in general whether new approaches to freedom of expression are required in the digital era and whether there is a continued role for public service broadcasting or its equivalent They also explore content standards in more detail discussing arguments for and against regulation in the areas of beliefs indecency and advertising and whether there is a case for the European Union s measures to secure Television without Frontiers

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Comparative Government Introduction J. Blondel,2014-01-27 First published in 1995 Routledge is an imprint of Taylor Francis an informa company

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Political Marketing: Wojciech Cwalina,Andrzej Falkowski,Bruce I. Newman,2015-01-28 Comprehensive and clearly organized this is the first integrated theory to practice text on marketing s role in the political process It incorporates insights and concepts drawn from the disciplines of Marketing Psychology and Political Science and covers every aspect of marketing s infiltration into politics including campaign strategy market segmentation and media strategy Using examples and models drawn from countries around the globe the authors elucidate the importance of political marketing techniques for the stability of democratic institutions They also note the potential threats to democracy especially the use of marketing techniques to manipulate voters at the subconscious level They conclude with a set of normative do s and dont s for political marketing practice that strengthens civic education and democratic governance **Political Campaigning, Elections and the Internet** Darren Lilleker,Nigel Jackson,2013-03 This book offers an in depth comparative analysis of how interactive Web 2 0 online tools including weblogs social networking sites and file sharing sites are utilised by candidates and parties during three recent election campaigns in France Belgium the US and the UK **Encyclopedia of Government and Politics** M. E. Hawkesworth,Maurice Kogan,1992 This international Encyclopaedia provides a balanced comprehensive

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An Integrated Approach to Communication Theory and Research Don W. Stacks, Michael B. Salwen, 2014-04-08

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Agendas and Instability in American Politics

Frank R. Baumgartner, Bryan D. Jones, 2010-03-15 When *Agendas and Instability in American Politics* appeared fifteen years ago offering a profoundly original account of how policy issues rise and fall on the national agenda the *Journal of Politics* predicted that it would become a landmark study of public policy making and American politics That prediction proved true and in this long awaited second edition Bryan Jones and Frank Baumgartner refine their influential argument and expand it to illuminate the workings of democracies beyond the United States The authors retain all the substance of their contention that short term single issue analyses cast public policy too narrowly as the result of cozy and dependable arrangements among politicians interest groups and the media Jones and Baumgartner provide a different interpretation by taking the long view of several issues including nuclear energy urban affairs smoking and auto safety to demonstrate that bursts of rapid unpredictable policy change punctuate the patterns of stability more frequently associated with government Featuring a new introduction and two additional chapters this updated edition ensures that their findings will remain a touchstone of policy studies for many years to come *Communication Yearbook 8* Robert N. Bostrom, 2011-10-25 First published in 2012 Routledge is an imprint of Taylor Francis an informa company

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