Political Communication In The Era Of New Technologies Studies In Communication And Politics

Political Communication in the Online WorldMedia PoliticsPolitics and Technology in the Post-Truth EraThe Professionalisation of Political CommunicationPolitical Communication and MobilisationDigital Political Participation, Social Networks and Big DataThe Routledge Handbook of Elections, Voting Behavior and Public OpinionPolitical CommunicationMaking Sense of Media and PoliticsSousveillance, Media and Strategic Political CommunicationPolitical CommunicationPolitical CommunicationMedia and Society in Networked ChinaThe Oxford Handbook of Political CommunicationThe Manship School Guide to Political CommunicationKey Concepts in Political CommunicationSocial Life and Political Life in the Era of Digital MediaThe Game of VotesComparing Political CommunicationThe Oxford Handbook of American Public Opinion and the MediaJournalism, Society and Politics in the Digital Media EraMyth of 'Free Media' and Fake News in the Post-Truth EraPolitical CommunicationPolitical Communication EthicsPolitical CommunicationPolitical Communication in AsiaStrategic Research and Political Communication for NGOsPolitical Communication in ChinaThe SAGE Handbook of Political CommunicationMedia Accountability in the Era of Post-Truth PoliticsPolitical Communication in a New EraTelevision and Political

Communication in the Late Soviet UnionPolitical Communication in CanadaFrenemiesPolitical Communication in Postmodern DemocracyPolitical Communication in a New EraCommunication in the Era of Attention ScarcityModern Political CommunicationsAn Introduction to Political CommunicationVisual Political Communication

Political Communication in the Online World

This book examines the relationship between information and communication technology (ICT) and politics in a global perspective.

Media Politics

Sample Text

Politics and Technology in the Post-Truth Era

As a field of rich theoretical development and practical application, political communication has expanded over the past fifty years. Since its development shaped by the turmoil of the World Wars and suspicion of new technologies such as film and radio, the discipline has become a hybrid fieldlargely devoted to connecting the dots between political rhetoric, politicians and leaders, voters' opinions, and media exposure to better understand how any one aspect can affects the others. The Oxford Handbook

of Political Communication provides contexts for viewing the field of political communication, examines political discourse, media, and considers political communication's evolution inside the altered political communication landscape. Kate Kenski and Kathleen Hall Jamieson bringtogether some of the most groundbreaking scholars in the field to reflect upon their areas of expertise to address the importance of their areas of study to the field, the major findings to date, including areas of scholarly disagreement, on the topics, the authors' perspectives, and unansweredquestions for future research to address. Their answers reveal that political communication is a hybrid 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 thequad, media psychology. This comprehensive review of the political communication literature is designed to become the first 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.

The Professionalisation of Political Communication

This unique and easy-to-use book offers a new

paradigm to NGO managers in effecting policy change. Introducing corporate research and strategy tools such as market and organizational analysis, it goes on to apply these to case studies to exemplify the remarkable similarities between the NGO sector and the for-profit sector. Drawing on principles of corporate governance, the author presents a clear, step-by-step, hands-on approach to positioning one's cause effectively with stakeholders, policy-makers, media and the general public. By recognizing the role of communication in the 21st century, the book emphasizes the importance of effectively using new channels and interfaces of digital communication (such as online social networking sites) to generate and maintain visibility, mobilize campaigns and initiate policy change. With illustrative examples of Best Practice based on case studies of Indian and International NGOs, this book is an essential read for NGO managers and communication programme officers, social work administrators and other professionals engaged in the field of social work.

Political Communication and Mobilisation

Myth of 'Free Media' and Fake News in the Post-truth Era reveals the story of 'fake news' hysteria and myth of 'free media' in the post-truth world order, starting from the question of whether there has really been a 'truth' era. The book examines how the news media is battling for relevance in the age of Internet. It shows how the wave of media 'liberalization' has weakened the basic premise of Libertarian Media Function Theory, which states that the media is the 'Fourth

Estate' that protects the citizens from abuse of power by the government. It analyses how excessive commercialization of the media and the commodification of news has changed journalism globally. The book recommends a new paradigm and explains how it can be used to transform news reporting from an adversarial model to a human-centric one.

Digital Political Participation, Social Networks and Big Data

Digital technology has vastly broadened and complexified social life, levelling opportunities for communication and producing a new awareness of the importance of diversity of social relations, as well as of life on the planet. This book explores the ways in which social media, by encouraging human curiosity and sociability in relation to these developments, has highlighted for users their own nature as social beings who have discovered new ways to get along with each other, as well as new challenges. The complexity of networks on social media has created new kinds of conflicts, and new ways to mediate older kinds of conflicts, that have resulted in a demand for new forms of political participation, thus reinvigorating political activity, without extending the practice of 'politics as usual'. However, with concerns for the planet in the back- ground, a tendency for elites and ordinary people alike to want to see a political solution to every problem in social life has become an unsustainable and troubling trend. This book argues that enthusiasms for social media can be tempered in

a helpful manner through an engagement with studies of social media in relation to understandings of the history of modern social life provided by sources in classical and contemporary sociology and political theory. Social media makes possible new sociable opportunities and multiple publics, but at the same time represents important continuities with modern social life of earlier times, such as the respect in which it works to limit political action within the boundaries of a generalized public, thus constraining demagoguery and challenging the arrogance of elites who seek to impose certain forms of political life. Engaging with the work of Deleuze, Tarde, Simmel, Lazzarato, Latour, Harman, Heidegger, Arendt, Archer, Wellman, Bergson and others, Social Life and Political Life in the Era of Digital Media advances a new understanding of modernity offered by social media, re-establishing the autonomy of social life over and against political life and re-articulating the relationship between the social and political. As such, it will appeal to scholars of social and political theory and cultural and media studies.

The Routledge Handbook of Elections, Voting Behavior and Public Opinion

Bringing together both leading international scholars and emerging academic talent, Media Accountability in the Era of Post-Truth Politics maps the current state of media accountability in Europe and provides fresh perspectives for future developments in media and communication fields. As the integrity of the international media landscape is challenged by far-

reaching transformations and the rise of "fake news," the need for a functional system of media regulation is greater than ever. This book addresses the pressing need to re-evaluate and redefine the notion of accountability in the fast-changing field of journalism and "information provision." Using comparative research and empirical data, the book's case studies address the notion of media accountability from various perspectives, considering political and societal change, economic, organisational and technological factors, and the changing role of media audiences. By collecting and juxtaposing these studies, the book provides a new discussion for the old question of how we can safeguard free and responsible media in Europe – a question that seems more urgent than ever. Media Accountability in the Era of Post-Truth Politics is an essential read for students and researchers in journalism, media and communication studies.

Political Communication

It is widely recognised that the Chinese Communist Party (CCP) uses the media to set the agenda for political discourse, propagate official policies, monitor public opinion, and rally regime support. State agencies in China control the full spectrum of media programming, either through ownership or the power to regulate. Political Communication in China examines the two factors which have contributed to the rapid development of media infrastructure in China: technology and commercialization. Economic development led to technological advancement,

which in turn brought about the rapid modernization of all forms of communication, from 'old' media such as television to the Internet, cell phones, and satellite communications. This volume examines how these recent developments have affected the relationship between the CCP and the mass media as well as the implications of this evolving relationship for understanding Chinese citizens' media use, political attitudes, and behaviour. The chapters in this book represent a diverse range of research methods, from surveys, content analysis, and field interviews to the manipulation of aggregate statistical data. The result is a lively debate which creates many opportunities for future research into the fundamental question of convergence between political and media regimes. This book was originally published as a special issue of the journal Political Communication.

Making Sense of Media and 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.

Sousveillance, Media and Strategic Political Communication

The study of elections, voting behavior and public opinion are arguably among the most prominent and intensively researched sub-fields within Political Science. It is an evolving sub-field, both in terms of theoretical focus and in particular, technical developments and has made a considerable impact on popular understanding of the core components of liberal democracies in terms of electoral systems and outcomes, changes in public opinion and the aggregation of interests. This handbook details the key developments and state of the art research across elections, voting behavior and the public opinion by providing both an advanced overview of each core area and engaging in debate about the relative merits of differing approaches in a comprehensive and accessible way. Bringing geographical scope and depth, with comparative chapters that draw on material from across the globe, it will be a key reference point both for advanced

level students and researchers developing knowledge and producing new material in these sub-fields and beyond. The Routledge Handbook of Elections, Voting Behavior and Public Opinion is an authoritative and key reference text for students, academics and researchers engaged in the study of electoral research, public opinion and voting behavior.

Political Communication

Taking the reader on a roller coaster ride, The Game of Votes showcases the full spectrum of the key actors and stars of the electoral arena, the rise and fall of political parties, the role of the digital and technology platforms, and the emergence of fake news impacting election outcome in India and across the world. The book is a veritable prime on Indian politics, as it runs through the entire history of Indian polity and provides insights into how political parties gradually shifted from campaigning on their own to hiring top-notch advertising agencies. It tells the story of how Modi won the election in 2014 and repeated an exceptional performance in 2019. It also gives a bird's eye view of how Barack Obama and Donald Trump ran their election campaigns and how to understand critical developments in political communication. The book provides glimpses of international politics in the US and Europe and covers important developments in Egypt and South East Asia, drawing comparisons between the Western world with the fast-changing developments in India. This book brings the readers face-to-face with the changing dynamics of election campaign and democracy. This is the inside story

behind the game of votes in India.

Political Communication

This book provides a fresh perspective on the importance of the Hindi media in India's political, social and economic transformation with evidence from the countryside and the cities. Accessed by more than forty percent of the public, it continues to play an important role in building political awareness and mobilising public opinion. Instead of viewing the media as a singular entity, this book highlights its diversity and complexity to understand the changing dynamics of political communication that is shaped by the interactions between the news media, political parties and the public, and how various media forms are being used in a rapidly transforming environment. The book offers insights into how print, television, and digital media work together with, rather than in isolation from, each another to grasp the complexities of the emerging hybrid media environment and the future of mobilisation.

Media and Society in Networked China

Advances in digital communication have affected the relationship between society, journalism and politics within different contexts in varied ways and intensities. This volume, combining interdisciplinary academic and professional perspectives, assesses the impact of the digital media environment on citizens, journalists and politicians in diverse sociopolitical landscapes. The first part evaluates the

transformative power of media literacy in the digital age and the challenges that journalism pedagogy encounters in global and fragmented environments. The second part critically examines the methods in which social media is used by politicians and activists to communicate during political campaigns and social protests. The third part analyses the impact of digitalization on professional journalism and news consumption strategies. The fourth part offers a range of case studies that illustrate the significant challenges facing online media regarding the framing and representation of communities in crisis and shifting contexts. The book is intended to introduce readers to the crucial dynamic and diverse challenges that affect our societies and communitive practices as a result of the interplay between digital media and political and societal structures.

The Oxford Handbook of Political Communication

Fusing perspectives from politics, media studies and cultural studies, and focusing on Iraq, offers detailed insights into the impact of different media forms.

The Manship School Guide to Political Communication

Political communication has powerful influence in shaping public awareness and opinion. However, this in itself can be seen as a carefully constructed discourse. This book examines both the complex practice of political messaging and the mouthpiece

through which it is voiced.

Key Concepts in Political Communication

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.

Social Life and Political Life in the Era of Digital Media

This authoritative and comprehensive survey of political communication draws together a team of the world's leading scholars to provide a state-of-the-art review that sets the agenda for future study. It is divided into five sections: Part One: explores the macro-level influences on political communication such as the media industry, new media, technology, and political systems Part Two: takes a grassroots perspective of the influences of social networks - real and online - on political communication Part Three: discusses methodological advances in political communication research Part Four: focuses on power and how it is conceptualized in political communication Part Five: provides an international, regional, and comparative understanding of political communication in its various contexts The SAGE Handbook of Political Communication is an essential benchmark publication for advanced students, researchers and practitioners in the fields of politics, media and communication, sociology and research methods.

The Game of Votes

Politics is above all a contest, and the news media is the central arena for viewing that competition. In Making Sense of Media and Politics, Gadi Wolfsfeld

introduces readers to the most important concepts that serve as a framework for examining the interrelationship of media and politics.

Comparing Political Communication

Provides crucial context for important recent developments

The Oxford Handbook of American Public Opinion and the Media

Political Communication Ethics: Theory and Practice introduces students to how political communication professionals ought to behave, and how they actually behave. The chapters by both scholars and practitioners will help students wrestle with the question of what ethical responsibilities, if any, political communications professionals have.

Journalism, Society and Politics in the Digital Media Era

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 overviews articles.

Myth of 'Free Media' and Fake News in the Post-Truth Era

We are living in a period of great uncertainty. Votes for Brexit and Trump, along with widespread political volatility, are not only causing turmoil; they are signs that many long-predicted tipping points in media and politics have been reached. Such changes have worrying implications for democracies everywhere. In this text, Aeron Davis bridges old and new to map the shifts and analyse what they mean for our aging democracies. Why are volatile, polarized electorates no longer prepared to support established political parties? Why are large parts of the legacy media either dying or dismissed as 'fake news'? How is social media rapidly rewriting the rules? And why do some democratic leaders look more like dictators, and pollsters and economists more like fortune tellers? These questions and more are addressed in the book. Political Communication: A New Introduction for Crisis Times both introduces and challenges the established

literature. It will appeal to advanced students, scholars and anyone else trying to understand the precarious state of today's media and political landscape.

Political Communication

Media and Society in Networked China is a collection of essays about China's transforming media industries, especially the digital media sector, how they are shaped institutionally and culturally, and how they give rise to interesting practices on the ground and online.

Political Communication Ethics

This book seeks to provide readers with a cross-national perspective concerning the art of political communication in a field increasingly affected by globalization, fragmentation of political audiences, and the rise of professional communications experts - a field concerned not only with how leaders are chosen, but also with how they govern. Structured in two sections, Political Communication in a New Era examines both methods of gathering and disseminating information in a time of technological transformation, and developments in the uses of political communication across the globe. Contributors offer perspectives from Canada, France, Germany, Israel, Italy and the United States.

Political Communication

With engaging new contributions from the major figures in the fields of the media and public opinion The Oxford Handbook of American Public Opinion and the Media is a key point of reference for anyone working in American politics today.

Political Communication in Asia

This book offers a theoretically driven, empirically grounded survey of the role visual communication plays in political culture, enabling a better understanding of the significance and impact visuals can have as tools of political communication. The advent of new media technologies have created new ways of producing, disseminating and consuming visual communication, the book hence explores the theoretical and methodological underpinnings of visual political communication in the digital age, and how visual communication is employed in a number of key settings. The book is intended as a specialist reading and teaching resource for courses on media, politics, citizenship, activism, social movements, public policy, and communication.

Strategic Research and Political Communication for NGOs

This book seeks to provide readers with a cross-national perspective concerning the art of political communication in a field increasingly affected by globalization, fragmentation of political audiences, and the rise of professional communications experts - a field concerned not only with how leaders are

chosen, but also with how they govern. Structured in two sections, Political Communication in a New Era examines both methods of gathering and disseminating information in a time of technological transformation, and developments in the uses of political communication across the globe. Contributors offer perspectives from Canada, France, Germany, Israel, Italy and the United States.

Political Communication in China

We are living in a period of great uncertainty. Votes for Brexit and Trump, along with widespread political volatility, are not only causing turmoil; they are signs that many long-predicted tipping points in media and politics have been reached. Such changes have worrying implications for democracies everywhere. In this text, Aeron Davis bridges old and new to map the shifts and analyse what they mean for our aging democracies. Why are volatile, polarized electorates no longer prepared to support established political parties? Why are large parts of the legacy media either dying or dismissed as 'fake news'? How is social media rapidly rewriting the rules? And why do some democratic leaders look more like dictators, and pollsters and economists more like fortune tellers? These questions and more are addressed in the book. Political Communication: A New Introduction for Crisis Times both introduces and challenges the established literature. It will appeal to advanced students, scholars and anyone else trying to understand the precarious state of today's media and political landscape.

The SAGE Handbook of Political Communication

An Introduction to Political Communicationexplores 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-Quaida and the war on terror.

Media Accountability in the Era of Post-Truth Politics

This edited collection examines the changing faces of political communication in contemporary democracy. Based on comparative investigations of recent trends in the Netherlands and Great Britain, the essays

provide fresh insights and new empirical evidence into the public representation of media-centred politics.

Political Communication in a New Era

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.

Television and Political Communication in the Late Soviet Union

This book explores the changes in political communication in light of the development of a public opinion mediated by web 2.0 technologies. One of the most important changes in political communication is related to the process of disintermediation, i.e. the process by which digital technologies allow citizens to compete in the public space with those agents who, traditionally, co-opted public opinion. However, while disintermediation has undeniably generated a number of advances, having linked citizens to the public debate, the authors highlight some aspects where disintermediation is moving away from a rational and

inclusive public space. They argue that these aspects, related to the immediacy, polarization and incivility of the communication, obscure the possibilities for democratization of digital political communication.

Political Communication in Canada

A new era of political power has arrived, one in which the social media forces of Facebook, YouTube, and Twitter indisputably play a larger role in the political process. In this revised and expanded edition of Political Communication: The Manship School Guide, edited by Robert Mann and David D. Perlmutter, contributors discuss technological changes in the context of studies and techniques that remain unchallenged, resulting in a truly comprehensive manual of the world of political communication. This shift in communication began with Howard Dean's social media interaction between voters and candidates. Later, Barack Obama redefined these techniques during his march to the White House. This intriguing development in political campaigns focuses the impact of social media on political consultation and communication, and this volume provides an up-to-date and peerless guide to the events, methods, technologies, venues, theories, and applications of political dialogues. More than just a how-to primer, this new edition also expertly explains the process behind the political engine. Political Communication: The Manship School Guide includes individual essays that tackle the growing myths revolving around politics, such as the political money-monster and the "Mr. Smith Goes to Washington"--candidate fantasy.

Page 22/28

Twenty-seven chapters from a variety of contributors -- including academics, journalists, and political professionals -- provide insightful, astute, and critical essays for a deeper understanding of political communication and the many roles the public has played in twenty-first-century politics. With this second edition, Political Communication: The Manship School Guide offers readers a valuable resource that clarifies the confusing world of politics.

Frenemies

Social media is polarizing America: using Facebook causes Americans to negatively judge and stereotype those people with whom they disagree about politics.

Political Communication in Postmodern Democracy

Examines the role and process of media consulting for political campaigns. The pieces included in this guide range from types of political media to targets of political messages. Several authors examine the folkways of the profession of political consulting itself.

Political Communication in a New Era

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 mediaThe first part of the book focuses on the social context and includes detailed analysis of the processes of political communication today, as well as the impact of these on parties, pressure groups and government. Developments in the US are considered alongside those in the UK. The second part places media politics in their constitutional context, covering issues such as open government and freedom of expression, freedom of information, privacy and human rights. Attempts by the governments of the UK and the US to manipulate and control the media are also explored.

Communication in the Era of Attention Scarcity

This edited volume provides a critical review of political communication research conducted in Asia over the past twenty years. Each chapter focuses on studies published in a specific Asian country, selected according to the level of contribution made to the field of political communication in Asia. Covering China, Hong Kong, Taiwan, South Korea, Japan, Singapore, Malaysia, Indonesia, and India, the book's primary objective is to review the unique theoretical accomplishments made by Asian communication scholars, thus contributing to a better awareness and understanding of political communication research in

Asia. The contributors are well-respected Asian media scholars writing on political communication in their countries of origin. Each author reviews studies conducted and published in his/her native country and language(s). This book provides a first review of these studies, most of which have never been published in English, and makes them available to international scholars. The contributors discuss each country's political background, and address the findings and conclusions of the political communication studies conducted in their respective countries during the past two decades. The chapters focus on insights that have been made by adapting Western media theories to the unique social, cultural, or political contexts that exist in each country. The authors also point out possible gaps in the current research within their respective countries and to make recommendations for future studies.

Modern Political Communications

Changes in technology and media consumption are transforming the way people communicate about politics. Are they also changing the way politicians communicate to the public? Political Communication in Canada examines the way political parties, politicians, interest groups, the media, and citizens are using new tactics, tools, and channels to disseminate information, and also investigates the implications of these changes. Drawing on the most recent data, contributors to this volume illustrate shifts in political communication, from the brand-image management of political parties and the prime

minister, to the evolving role of political journalists.

An Introduction to Political Communication

This study draws on archival sources and oral history to examine how Soviet television involved audiences in political communication. The author argues that Soviet media tested audiences' emotional commitments to the Soviet lifestyle and its values, thus contributing to the sociopolitical durability of the Soviet Union until perestroika.--Stephen Lovell, King's College London

Visual Political Communication

This book examines a series of phenomena that have accompanied the development of digital technology and focuses on the attentional processes that these phenomena have in common. Across the social order, complaints are growing about a lack of attention as well as an overriding push by corporations and institutions to capture and mobilize attention. With a particular focus on social attention, the book highlights the need for an increased awareness about the agents that shape attention in our society, the effects that these agents (attempt to) produce, and the means by which individuals and groups may increase their control over personal and social attention. With a range of academic perspectives, this book is a crucial read for understanding the changing shape of political, business and personal communication.

ROMANCE ACTION & ADVENTURE MYSTERY & THRILLER BIOGRAPHIES & HISTORY CHILDREN'S YOUNG ADULT FANTASY HISTORICAL FICTION HORROR LITERARY FICTION NON-FICTION SCIENCE FICTION