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The Dynamics of Political Communication: Media and Politics in a Digital Age

By Perloff, Richard M.

Routledge, 2013. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: " The Dynamics of Political Communication: Media and Politics in a Digital Age blends the drama, excitement and chaos of politics with the extensive body of social science research that maps in detail the role of the communication media in our political life. These roles extend from political socialization to agenda-setting, agenda-building and their consequences as practiced by the expanding panoply of communication channels." -- Maxwell McCombs , University of Texas at Austin "For decades, Richard Perloff has been one of the most authoritative voices in the political communication field. The Dynamics of Political Communication helps cement this status. The book's comprehensive overview of our political system, its historical roots, and--most importantly--the role of media in all of this will make it an invaluable resource for scholars. And I am convinced that the effortlessness and accessibility with which The Dynamics of Political Communication walks the reader through theories, current examples and exercises will also make it a very popular textbook for undergraduate courses. I look forward to assigning it in my classes." -- Dietram A. Scheufele , University of Wisconsin--Madison " The Dynamics of Political Communication:...



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