

The Sage Handbook of Political Communication

Edited by: Lynda Lee Kaid and Christina Holtz-Bacha



The SAGE Handbook of Political Communication

by Michael Levitin

★★★★☆ 4.6 out of 5

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The Sage Handbook of Political Communication is a comprehensive and up-to-date overview of the field of political communication. It covers the key theories, methods, and practices that are used to study political communication, and it provides a comprehensive overview of the latest research on the topic.

The handbook is divided into seven parts, each of which focuses on a different aspect of political communication. Part I provides an overview of the field, including its history, key concepts, and theoretical foundations. Part II examines the role of media in political communication, covering topics such as media coverage of politics, the effects of media on public opinion, and the use of social media in political campaigns. Part III focuses on political campaigns, exploring topics such as campaign strategy, advertising, and the use of new technologies in campaigns. Part IV examines the role of rhetoric in political communication, covering topics such as political speeches, debates, and propaganda. Part V focuses on the role of public opinion in political communication, covering topics such as public opinion polling, the effects of public opinion on policymaking, and the role of public opinion in democratic societies. Part VI examines the role of political communication in international relations, covering topics such as diplomatic communication, public diplomacy, and the use of communication in conflict resolution. Part VII provides a comprehensive overview of the latest research on political communication, covering topics such as the use of big data in political communication, the effects of social media on political polarization, and the role of communication in political movements.

The Sage Handbook of Political Communication is a valuable resource for scholars and practitioners of political communication. It provides a comprehensive overview of the field, and it offers insights into the latest research on the topic. The handbook is also a useful resource for students of political communication, as it provides a solid foundation for understanding the field and its key concepts.

Reviews

"The Sage Handbook of Political Communication is a must-read for anyone interested in the field of political communication. It is a comprehensive and up-to-date overview of the field, and it provides insights into the latest research on the topic. The handbook is also a useful resource for students of political communication, as it provides a solid foundation for understanding the field and its key concepts."

- Professor Kathleen Hall Jamieson, University of Pennsylvania

"The Sage Handbook of Political Communication is a major contribution to the field. It is a comprehensive and up-to-date overview of the field, and it provides insights into the latest research on the topic. The handbook is also a useful resource for students of political communication, as it provides a solid foundation for understanding the field and its key concepts."

- Professor Shanto Iyengar, Stanford University

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About the Editors

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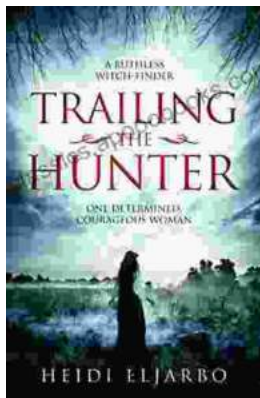
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