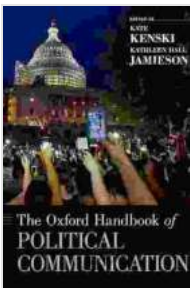


The Oxford Handbook of Political Communication

A Comprehensive Guide to the Field

The Oxford Handbook of Political Communication is a comprehensive guide to the field, covering the latest research on the role of communication in politics. Edited by leading scholars in the field, the Handbook provides a state-of-the-art overview of the major theoretical and empirical approaches to studying political communication.



The Oxford Handbook of Political Communication (Oxford Handbooks) by F. Ellen Netting

★★★★☆ 4.9 out of 5

Language	: English
File size	: 3980 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 973 pages
Lending	: Enabled



The Handbook is divided into four parts:

1. **Theoretical Foundations:** This part introduces the major theoretical traditions in political communication, including the media effects tradition, the uses and gratifications tradition, the cultivation tradition, and the framing tradition.

2. **Empirical Methods:** This part provides an overview of the major empirical methods used in political communication research, including surveys, experiments, content analysis, and discourse analysis.
3. **Political Communication in Practice:** This part examines the role of communication in various political contexts, including elections, campaigns, and public policy debates.
4. **Future Directions:** This part looks ahead to the future of political communication research and identifies new areas of inquiry.

The Oxford Handbook of Political Communication is an essential resource for scholars, students, and practitioners interested in the role of communication in politics. It provides a comprehensive overview of the field and a roadmap for future research.

Reviews

"The Oxford Handbook of Political Communication is a major contribution to the field. It provides a comprehensive and up-to-date overview of the latest research on the role of communication in politics. The Handbook is an essential resource for scholars, students, and practitioners interested in the field."

— **Kathleen Hall Jamieson, University of Pennsylvania**

"The Oxford Handbook of Political Communication is a must-read for anyone interested in the role of communication in politics. The Handbook provides a comprehensive overview of the field and a roadmap for future research. It is an essential resource for scholars, students, and practitioners."

— Michael Pfau, University of Wisconsin-Madison

Table of Contents

1. **Part I: Theoretical Foundations**

- Chapter 1: The Media Effects Tradition
- Chapter 2: The Uses and Gratifications Tradition
- Chapter 3: The Cultivation Tradition
- Chapter 4: The Framing Tradition

• **Part II: Empirical Methods**

- Chapter 5: Surveys
- Chapter 6: Experiments
- Chapter 7: Content Analysis
- Chapter 8: Discourse Analysis

• **Part III: Political Communication in Practice**

- Chapter 9: Elections
- Chapter 10: Campaigns
- Chapter 11: Public Policy Debates

• **Part IV: Future Directions**

- Chapter 12: New Media and Political Communication

- Chapter 13: The Role of Communication in Political Polarization
- Chapter 14: The Future of Political Communication Research

About the Editors

Robert E. Denton Jr. is Professor of Political Science at the University of California, Santa Barbara. He is the author of several books on political communication, including *The Prime-Time Presidency: Ronald Reagan and the Era of Television Politics* and *Media Politics: The News Strategies of Presidential Candidates*.

Martina Kunicova is Professor of Political Communication at the University of Amsterdam. She is the author of several books on political communication, including *Media and Politics in the Netherlands* and *Political Communication in Europe*.

Free Download Your Copy Today!

The Oxford Handbook of Political Communication is available in hardcover and paperback from all major booksellers.

: 9780190225381 (hardcover)

: 9780190225398 (paperback)



The Oxford Handbook of Political Communication (Oxford Handbooks) by F. Ellen Netting

★★★★☆ 4.9 out of 5

Language : English
File size : 3980 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled

Word Wise : Enabled
Print length : 973 pages
Lending : Enabled

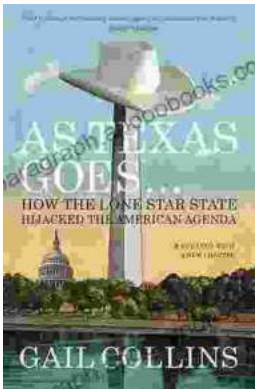
FREE

DOWNLOAD E-BOOK



26 Projects And Personalities From The Knitting Blogosphere: A Creative Exploration

Knitting is a craft that has been passed down through generations, and in recent years, it has experienced a resurgence in popularity. Thanks to...



The Lone Star Hijack: How Texas Sabotaged the American Agenda

In her explosive new book, 'How The Lone Star State Hijacked The American Agenda', investigative journalist Sarah Frost uncovers the dark influence of...