



# Encyclopedia of Political Communication

*From SAGE Publications, Inc*

Download now

Read Online ➔

**Encyclopedia of Political Communication** From SAGE Publications, Inc

The **Encyclopedia of Political Communication** discusses the major theoretical approaches to the field, including direct and limited effects theories, agenda-setting theories, sociological theories, framing and priming theories, and other past and present conceptualizations. With nearly 600 entries, this resource pays considerable attention to important political messages such as political speeches, televised political advertising, political posters and print advertising, televised political debates, and Internet sites. The audiences for political communications are also central, necessitating concentration on citizen reactions to political messages, how the general public and voters in democratic systems respond to political messages, and the effects of all types of media and message types.

 [Download Encyclopedia of Political Communication ...pdf](#)

 [Read Online Encyclopedia of Political Communication ...pdf](#)

# Encyclopedia of Political Communication

*From SAGE Publications, Inc*

## **Encyclopedia of Political Communication** From SAGE Publications, Inc

The **Encyclopedia of Political Communication** discusses the major theoretical approaches to the field, including direct and limited effects theories, agenda-setting theories, sociological theories, framing and priming theories, and other past and present conceptualizations. With nearly 600 entries, this resource pays considerable attention to important political messages such as political speeches, televised political advertising, political posters and print advertising, televised political debates, and Internet sites. The audiences for political communications are also central, necessitating concentration on citizen reactions to political messages, how the general public and voters in democratic systems respond to political messages, and the effects of all types of media and message types.

## **Encyclopedia of Political Communication** From SAGE Publications, Inc Bibliography

- Sales Rank: #3905178 in Books
- Published on: 2007-12-21
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 2
- Dimensions: 11.32" h x 2.97" w x 8.73" l, 7.57 pounds
- Binding: Hardcover
- 1104 pages

 [Download Encyclopedia of Political Communication ...pdf](#)

 [Read Online Encyclopedia of Political Communication ...pdf](#)

## Editorial Review

From [Booklist](#)

With the presidential election in full swing, what could be timelier than an encyclopedia devoted to modern political communication? This set contains nearly 600 entries for major theories, concepts, terms, events, and individuals involved in both the practice and study of political communication—primarily in the U.S. since the 1950s (and earlier when the topic warrants it). The scope goes beyond electoral politics and considers “the role of communication in governing,” including the operation of legislative, judicial, and executive bodies as well as political parties, political action committees, interest groups, and other participants. Blogs, blogging; Cartoons, political; Cultural imperialism; Nightline; O’Reilly, Bill; State of the Union Address; Terrorism and the media; and White House press corps are examples of the topics covered. The contributors are all scholars in the field, primarily from institutions in the U.S. Each entry includes a well-written descriptive essay and, in most cases, further readings and cross-references. Length varies from a few paragraphs up to 5,000 words for Political advertising, Media bias, and a few other topics. The entries are up-to-date, as is evident when scanning the biographies of presidential contenders Clinton, McCain, and Obama. Navigation aids include an alphabetical listing of each entry, a topical reader’s guide, and an index. Encyclopedia of Political Communication would be a useful addition to any academic library as well as any larger public library. --Catherine Collins

## Review

*"Expanding the scope of their previous works, The SAGE Handbook of Political Advertising (2006) and Political Advertising in Western Democracies (1994), Kaid (telecommunications, Univ. of Florida) and Holtz-Bacha (chair, political communication division, International Communication Assn.) have assembled contributions from dozens of academics from around the globe for this timely two-volume text exploring, in nearly 600 entries, the intersection of politics and media. Although it is international in scope, the encyclopedia's primary focus is the United States and, to a lesser extent, Europe. Each volume opens with an A-to-Z list of entries, followed by a listing of entries arranged by subject, closely mirroring the relevant listings found in the Library of Congress Subject Headings. Lucid and unbiased, the entries offer biographies of notable leaders (e.g., Zhelyu Zhelev of Bulgaria) and scholars and examine numerous theories, groups and organizations, key events, media outlets (e.g., the blogosphere), legal instruments, government institutions, and influential books and films critical to understanding of this complex, interdisciplinary field. While a comprehensive examination of every relevant topic in this discipline would be impossible in just two volumes, the editors come close to delivering just that. BOTTOM LINE This work is considerably more comprehensive (by about 700 pages) than CQ Press's single-volume Encyclopedia of Media and Politics. Such a wide-ranging exploration comes at double the cost of its competitor, however. Recommended for academic libraries."*

?Library Journal (Daniel Sifton *Library Journal* 2008-05-15)

## About the Author

Lynda Lee Kaid (Ph.D., M.S., B.A., Southern Illinois University) is Professor of Telecommunications and Senior Associate Dean of the College of Journalism and Communications at the University of Florida. She previously served as the Director of the Political Communication Center and supervised the Political Commercial Archive at the University of Oklahoma. Her research specialties include political advertising and news coverage of political events. A Fulbright Scholar, she has also done work on political television in several Western European countries. She is the author/editor of 14 books, including the Handbook of Political Communication Research, Videostyle in Presidential Campaigns, The Electronic Election, New

Perspectives on Political Advertising, Mediated Politics in Two Cultures, Political Advertising in Western Democracies (SAGE, 1995), and Political Campaign Communication: A Bibliography and Guide to the Literature. She has received over \$1 million in external grant funds for her research efforts, including support from the U. S. Department of Commerce, the U.S. Department of Education, the National Endowment for the Humanities, and the National Science Foundation. She is a former chair of the Political Communication Divisions of ICA and NCA and has also served in leadership roles the American Political Science Association and the Association for Education in Journalism and Mass Communication.

Christina Holtz-Bacha (Ph.D.) is the current chair of ICA's Political Communication Division. In addition to her position at the University of Mainz (where she has taught since 1995), she has held positions at the University of Munich, the University of Bochum, the University of Minnesota?Minneapolis, and was a Fellow at the Shorenstein Center/John F. Kennedy School of Government at Harvard University in 1999. She is co-editor of the German journal Publizistik and sits on the editorial boards of Journal of Communication, Journal of Political Marketing; and European Journal of Communication. She is co-editor with Lynda Lee Kaid of Political Advertising in Western Democracies (SAGE, 1995).

## **Users Review**

### **From reader reviews:**

#### **Thomas Barreto:**

Have you spare time to get a day? What do you do when you have far more or little spare time? Yep, you can choose the suitable activity to get spend your time. Any person spent their own spare time to take a go walking, shopping, or went to typically the Mall. How about open or read a book titled Encyclopedia of Political Communication? Maybe it is to become best activity for you. You know beside you can spend your time using your favorite's book, you can cleverer than before. Do you agree with its opinion or you have some other opinion?

#### **George Thomas:**

What do you consider book? It is just for students because they are still students or that for all people in the world, the actual best subject for that? Merely you can be answered for that concern above. Every person has distinct personality and hobby for every single other. Don't to be pressured someone or something that they don't desire do that. You must know how great in addition to important the book Encyclopedia of Political Communication. All type of book can you see on many sources. You can look for the internet resources or other social media.

#### **Patricia Mattox:**

Information is provisions for those to get better life, information nowadays can get by anyone in everywhere. The information can be a knowledge or any news even a concern. What people must be consider any time those information which is inside former life are challenging to be find than now's taking seriously which one is acceptable to believe or which one often the resource are convinced. If you find the unstable resource then you get it as your main information you will see huge disadvantage for you. All of those possibilities will not happen inside you if you take Encyclopedia of Political Communication as your daily resource information.

**Amber Payne:**

You can obtain this Encyclopedia of Political Communication by check out the bookstore or Mall. Just simply viewing or reviewing it might to be your solve trouble if you get difficulties for ones knowledge. Kinds of this e-book are various. Not only through written or printed but additionally can you enjoy this book by e-book. In the modern era including now, you just looking from your mobile phone and searching what their problem. Right now, choose your ways to get more information about your book. It is most important to arrange you to ultimately make your knowledge are still up-date. Let's try to choose suitable ways for you.

**Download and Read Online Encyclopedia of Political  
Communication From SAGE Publications, Inc #S5AOCBHNPW2**

## **Read Encyclopedia of Political Communication From SAGE Publications, Inc for online ebook**

Encyclopedia of Political Communication From SAGE Publications, Inc Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Encyclopedia of Political Communication From SAGE Publications, Inc books to read online.

### **Online Encyclopedia of Political Communication From SAGE Publications, Inc ebook PDF download**

**Encyclopedia of Political Communication From SAGE Publications, Inc Doc**

**Encyclopedia of Political Communication From SAGE Publications, Inc Mobipocket**

**Encyclopedia of Political Communication From SAGE Publications, Inc EPub**