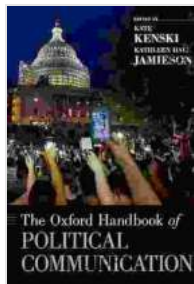


The Oxford Handbook of Political Communication



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 Oxford Handbook of Political Communication is a comprehensive and authoritative overview of the field of political communication. It covers a wide range of topics, from the history of political communication to the latest research on how people form and change their political opinions. The handbook is a valuable resource for students, scholars, and practitioners of political communication.

History of Political Communication

The history of political communication can be traced back to the earliest forms of human communication. In ancient Greece, political communication was primarily conducted through oratory and public debate. In the Roman Republic, political communication was often carried out through written messages and speeches. During the Middle Ages, political communication

was dominated by the Church and the aristocracy. The invention of the printing press in the 15th century led to a significant increase in the circulation of political ideas. In the 19th century, the development of the telegraph and the telephone made it possible for political communication to reach a much larger audience. In the 20th century, the rise of mass media and the internet revolutionized the way that political communication is conducted.

Forms of Political Communication

Political communication can take many different forms, including:

- **Speeches:** Speeches are a common form of political communication, and they can be used to inform, persuade, or entertain an audience.
- **Interviews:** Interviews are another common form of political communication, and they can be used to gather information from political leaders or to give them a chance to present their views.
- **Debates:** Debates are a type of political communication in which two or more candidates or politicians discuss their views on a particular issue.
- **Advertising:** Advertising is a form of political communication that is used to promote a particular candidate or political party.
- **Public relations:** Public relations is a form of political communication that is used to manage the public image of a particular candidate or political party.
- **Social media:** Social media is a relatively new form of political communication, and it has become increasingly important in recent years.

Channels of Political Communication

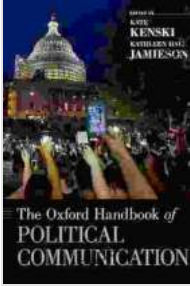
Political communication can be disseminated through a variety of channels, including:

- **Traditional media:** Traditional media outlets, such as newspapers, television, and radio, are still important channels for political communication.
- **New media:** New media outlets, such as the internet and social media, have become increasingly important channels for political communication in recent years.
- **Interpersonal communication:** Interpersonal communication is also an important channel for political communication. People often discuss politics with their friends, family members, and coworkers.

Effects of Political Communication

Political communication can have a significant impact on public opinion and political behavior. Research has shown that political communication can influence people's knowledge about politics, their attitudes towards political issues, and their voting behavior. Political communication can also be used to mobilize people to participate in political activities, such as voting, volunteering, and running for office.

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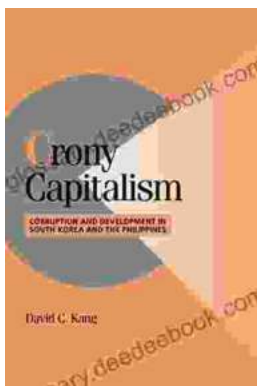
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