



An Introduction to Political Communication (Communication and Society)

By Brian Mcnair

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Taking a definition of political communication as his starting point, McNair analyzes how political communication takes place in the context of contemporary democratic society (Britain). He questions whether political communication works and examines political advertising, public relations, pressure groups, the media in general and the international context.

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Bibliography

- Sales Rank: #6783281 in Books
- Brand: Brand: Routledge
- Published on: 1995-11-06
- Original language: English
- Number of items: 1
- Dimensions: 8.40" h x .70" w x 5.40" l, .75 pounds
- Binding: Paperback
- 213 pages



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About the Author

Brian McNair is Professor of Journalism & Communication at the university of Strathclyde. He is the author of many books and articles on political media, including The Sociology of Journalism (1998), Journalism & Democracy (2000), Mediated Access (2003), Cultural Chaos (2006) and News & Journalism In the UK (Fourth Edition, 2003).

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