



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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Editorial Review

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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