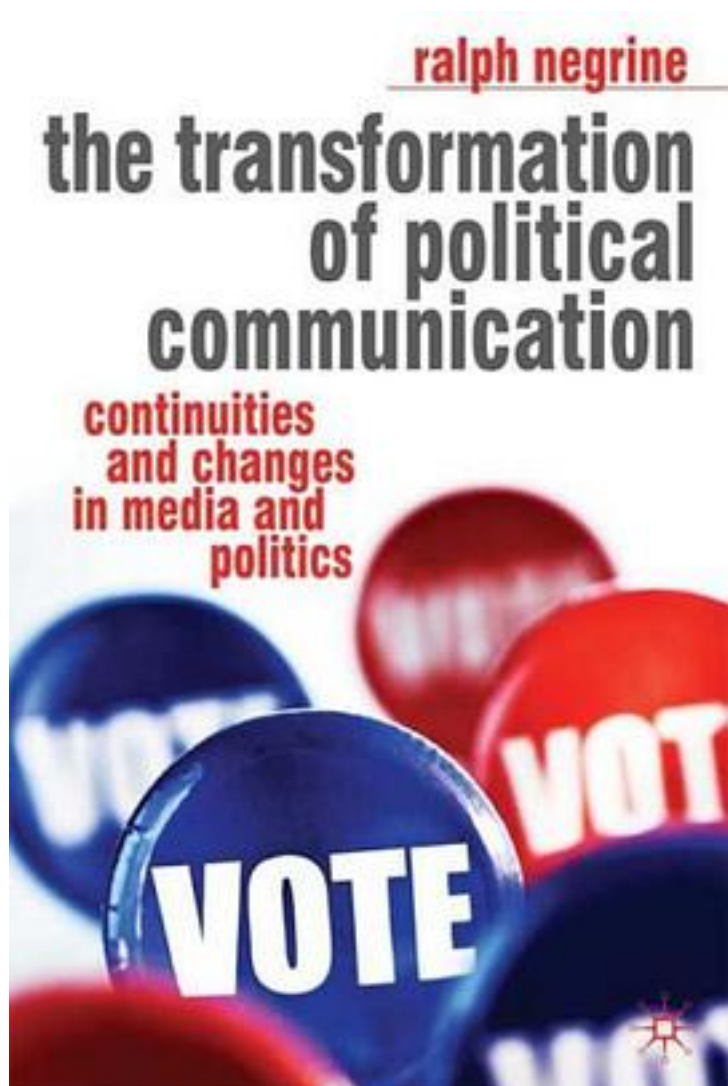


The Transformation of Political Communication



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Making complex issues clear and stimulating, this book explores the ways in which political communication is continually evolving to keep up with technology and contemporary society. This book deals with the burgeoning area of study in Communication, Media and Politics degree programmes. Written by a leading international academic in the field, this book draws on examples throughout the UK, Europe, and the rest of the world. The relationship between politics and the media is continually evolving. This book explores the technological, political and social forces that affect the practice of political communication throughout the world today. Offering a critical, historical approach, this book is for all students interested in the communication of politics.

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