



The Dynamics of Political Communication: Media and Politics in a Digital Age

Richard M. Perloff

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What impact do news and political advertising have on us? How do candidates use media to persuade us as voters? Are we informed adequately about political issues? Do 21st-century political communications measure up to democratic ideals? *The Dynamics of Political Communication: Media and Politics in a Digital Age* explores these issues and guides us through current political communication theories and beliefs.

Author Richard M. Perloff details the fluid landscape of political communication and offers us an engaging introduction to the field and a thorough tour of the discipline. He examines essential concepts in this arena, such as agenda-setting, agenda-building, framing, political socialization, and issues of bias that are part of campaign news. Designed to provide an understanding and appreciation of the principles involved in political communication along with methods of research and hypothesis-testing, each chapter includes materials that challenge us by encouraging reflection on controversial matters and providing links to online examples of real-life political communication. The text's companion website provides expanded resources for students as well as materials for instructors to use in the classroom.

The Dynamics of Political Communication immerses readers in contemporary events through its coverage of online campaigning, effects of negative advertising, issues of gender bias in campaign politics, and image-management strategies in the 2012 campaign. It will prepare you to survey the current political landscape with a more critical eye, and encourage a greater understanding of the challenges and occurrences presented in this constantly evolving field.

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