



Political Communication: Politics, Press, and Public in America (Routledge Communication Series)

Richard M. Perloff

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In this political communication text, Richard M. Perloff examines the various ways in which messages are constructed and communicated from public officials and politicians through the mass media to the ultimate receivers-the people. With a focus on the history of political communication, he provides an overview of the most significant issues in the study of politics and the media.

In addition to synthesizing facts and theories, and highlighting the scholarly contributions made to the understanding of political communication effects, *Political Communication* addresses such factors as the rhetorical accomplishments of American presidents, the ongoing tangles between the press and the presidency, and the historical roots of politics as it is practiced and studied today. It also addresses major issues about the press and politics that continually resurface, such as question of press bias and the use and manipulation of media by politicians to accomplish national goals.

As a comprehensive and engaging introduction to contemporary political communication, this volume provides all readers with a historical perspective on American politics and press and offers a unique appreciation of the strengths and virtues of political communication in America.

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