



Handbook of Political Communication

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What role does mass communication play in shaping public opinion? Why is advertising so effective as a means of political persuasion? How have technical advances in communication altered the processes of policy and decision making? The massive, 28 chapter Handbook of Political Communication addresses these and other questions in this evolving field. It is the first book to comprehensively address the origins, future potential and findings of the field.

"This book is, without pretense, a scholarly work, and it uses scholarly approaches to the entire field of political communication...As Ed McMahon might say, "EVERYTHING you would ever want to know about political communication is here in this one volume!" You are right, en

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