

Contents

<i>Acknowledgements</i>	x
Introduction	1
Political communication as a site of academic study	3
The emergence and consolidation of political communication as a field of academic study	4
Politics as a subject of study	5
Media technology as a site of study	7
Media or politics: Which came first?	9
Mass communication as a site of study	11
The temporal, social and cultural as a site of study: Implicit political communication?	14
Summary	16
1 What is Political about Political Communication?	19
Introduction	19
Contemporary political communication	20
What is political?	23
What is communication?	25
What is the site in which politics is communicated?	28
Towards a politics of political communication	31
Summary	34
2 Why does Political Communication Matter?	36
Introduction	36
Political literacy, political knowledge	36
Language and literacy	40
What is the political and ideological context for our literacy?	44
Codes and messages	47
Reading mediated political discourse	49
What is not being communicated?	51
Summary	53
3 Who are the Audience(s)?	54
Introduction	54
What is an audience?	54
Why do audiences matter?	56
The general public and public opinion	57
Advertisers and the construction of audiences	61
Advertising constructing audiences as consumers?	63

Elites as audiences	65
Who is not an audience?	68
Summary	69
4 How do Governments and Politicians Communicate?	71
Introduction	71
A brief history of 'spin'	72
Propaganda	74
Contemporary marketing and advertising by politicians	76
Communicating election campaigns	78
What is and is not being communicated?	82
Summary	84
5 How is News Communicated Politically?	86
Introduction	86
What is news?	87
Relations between news organizations and the state	91
The changing nature of news and journalism: The technological context	93
The gendering of news	96
The discursive context	99
Summary	101
6 How is Politics Communicated beyond the News?	103
Introduction	103
Popular culture and the culture industry	104
Elite politicians, popular and celebrity culture	106
Reality TV and celebrity culture	110
The political representation of gender in popular and celebrity culture	113
Summary	118
7 How is Politics Communicated beyond the Nation State?	120
Introduction	120
War	121
War reporting	123
Popular culture and war	127
War as a media non-event?	130
Terrorism and media	131
Summary	134
8 How do Citizens Communicate Politically?	136
Introduction	136
Civic participation	136

Citizens and social media	142
Political identity	145
Resistance as a form of political communication	148
Summary	151
Conclusion: Politics and Power	153
The three faces of power	153
Structures and agents	155
Power and the constitution of the subject	156
The subject and gender	157
Technologies of regulation in political communication	160
<i>Bibliography</i>	163
<i>Index</i>	183