

Political Public Relations

Principles and Applications

Edited by
**Jesper Strömbäck and
Spiro Kioulos**



Political Public Relations Principles And Applications

Robert R. Redfield



Political Public Relations Principles And Applications:

Political Public Relations Jesper Stromback, Spiro Kioussis, 2011-05-18 Political Public Relations maps and defines this emerging field bringing together scholars from various disciplines political communication public relations and political science to explore the area in detail The volume connects differing schools of thought bringing together theoretical and empirical investigations and defines a field that is becoming increasingly important and prominent It offers an international orientation as the field of political public relations must be studied in the context of various political and communication systems to be fully understood As a singular contribution to scholarship in public relations and political communication this work fills a significant gap in the existing literature and is certain to influence future theory and research **Political**

Public Relations Jesper Stromback, Spiro Kioussis, 2019-07-30 The second edition of Political Public Relations offers an interdisciplinary overview of the latest theory and research in the still emerging field of political public relations The book continues its international orientation in order to fully contextualize the field amidst the various political and communication systems today Existing chapters have been updated and new chapters added to reflect evolving trends such as the rise of digital and social media increasing political polarization and the growth of political populism As a singular contribution to scholarship in public relations and political communication this volume serves as an important catalyst for future theory and research This volume is ideal for researchers and courses at the intersection of public relations political communication and political science Chapter 7 of this book is freely available as a downloadable Open Access PDF under a Creative Commons Attribution Non Commercial No Derivatives 4.0 license available at <http://www.taylorfrancis.com> **Understanding**

Political Public Relations Techniques Albina Gayoso, 2023-01-01 This book focuses on Political Public Relations PPR Techniques of both Russian and US Leaderships It does so by analysing leadership presidential or otherwise inaugural addresses from the two countries between 1980 to 2018 using triangulation analysis of verbal non verbal language and emotions of speakers Given that the Russian perception of Political Public Relations known as Political Technologies PT in Russia is unique and often misunderstood or misinterpreted in Western scholarship the book acts as a bridge between these two fields of studies With that in mind the study of Political Technologies is explained and applied in a wider sense than is offered by other disciplines specifically in more meaningful ways than suggested in communications discipline in the West In doing so the book not only offers a deep dive into theory but also provides a unique methodology aiming at extracting and analysing PPR or PT techniques This triangulation method allows us to investigate a combined effect of audio visual and verbal effects on the general public and offers a way of interpreting such effects Readers would understand more about the research dynamic in PPR discipline apply the triangulation methodology to expand this research and more generally find out more about the evidence based list of PPR techniques and their applications and interpretations *Political Communication* Carsten Reinemann, 2014-07-28 Against the background of an enormous expansion and diversification of both political

communication itself and scientific research into its structures processes and effects this volume gives an overview of some of the key theories and findings accumulated by political communication research over the last decades In order to do so the volume provides readers with review articles by renowned international authors on various aspects of I the normative regulatory and conceptual foundations of political communication II different situations of political communication e g elections referendums social movements media hypes crisis and war III the activities of and part played by political actors IV mass media and journalism V characteristics and typical features of media messages VI the role played by citizens as well as VII various kinds of effects on citizens Each section includes several chapters that address specific issues and research problems in the form of comprehensive overviews articles

[The Routledge Handbook of Strategic Communication](#) Derina Holtzhausen,Ansgar Zerfass,2014-11-20 The Routledge Handbook of Strategic Communication provides a comprehensive review of research in the strategic communication domain and offers educators and graduate level students a compilation of approaches to and studies of varying aspects of the field The volume provides insights into ongoing discussions that build an emerging body of knowledge Focusing on the metatheoretical philosophical and applied aspects of strategic communication the parts of the volume cover Conceptual foundations Institutional and organizational dimensions Implementing strategic communication and Domains of practice An international set of authors contributes to this volume illustrating the broad arena in which this work is taking place A timely volume surveying the current state of scholarship this Handbook is essential reading for scholars in strategic communication at all levels of experience

The SAGE Handbook of Political Communication Holli A Semetko,Margaret Scammell,2012-04-03 This authoritative and comprehensive survey of political communication draws together a team of the world s leading scholars to provide a state of the art review that sets the agenda for future study It is divided into five sections Part One explores the macro level influences on political communication such as the media industry new media technology and political systems Part Two takes a grassroots perspective of the influences of social networks real and online on political communication Part Three discusses methodological advances in political communication research Part Four focuses on power and how it is conceptualized in political communication Part Five provides an international regional and comparative understanding of political communication in its various contexts The SAGE Handbook of Political Communication is an essential benchmark publication for advanced students researchers and practitioners in the fields of politics media and communication sociology and research methods

The International Encyclopedia of Political Communication, 3 Volume Set Gianpietro Mazzoleni,Kevin G. Barnhurst,Ken'ichi Ikeda,Rousiley C. M. Maia,Hartmut Wessler,2015-12-14 The International Encyclopedia of Political Communication is the definitive single source reference work on the subject with state of the art and in depth scholarly reflection on the key issues within political communication from leading international experts It is available both online and in print Explores pertinent salient topics within political science sociology psychology communication and many other

disciplines Theory empirical research and academic as well as professional debate are widely covered in this truly international and comparative work Provides clear definitions and explanations which are both cross national and cross disciplinary by nature Offers an unprecedented level of authority accuracy and balance with contributions from leading international experts in their associated fields Part of The Wiley Blackwell ICA International Encyclopedias of Communication series published in conjunction with the International Communication Association Online version available at Wiley Online Library www.wileyciaencyclopedia.com Named Outstanding Academic Title of 2016 by Choice Magazine a publication of the American Library Association

Histories of Political Public Relations Anastasios Theofilou, Martina Topić, 2025-02-04

Despite strong arguments that have been exploring the influence of Public Relations PR on public information propaganda the development of nation branding and policy making there remains little research on the history of governmental PR This has led to a limited understanding of the discipline that aligns it with a supportive role to wider marketing campaigns or with a stretch to political communication through lobbying Responding to this challenge this book explores PR's historical connection to government communication The editors assemble respected contributors to explore government PR through a series of micro histories and also examine larger theoretical issues including the relationship between PR and propaganda The chapters explore behavioural aspects of government campaigning and the tools and techniques typically used In the context of COVID 19 and global resistance to measures while health and climate scientists warn that there might be more pandemics to come looking at behavioural campaigning becomes even more relevant This book will add knowledge and understanding to the fields of PR history and historiography Academics and researchers will find the volume appropriate for research and teaching

Government Communication Karen Sanders, Maria Jose Canel, 2013-06-20

Government communication is a curiously neglected area of discursive analysis No considered examination of the subject exists which provides either an account of the contemporary governmental landscape or an explanation of the common and divergent themes on both a domestic and international basis This volume aims to fill that gap providing a concise and illuminating case study based review of government communication It will be divided into three sections to reflect differences in both geography and political allegiances scrutinizing continental Europe Anglo American traditions and newly emerging democracies Offering a global and thematic account it is an indispensable resource for all students of political communication

International Public Relations Ian Somerville, Owen Hargie, Maureen Taylor, Margalit

Toledano, 2016-08-12 Pioneering empirical research on the role of PR in extremely challenging situations Truly global perspectives encourages the analysis of PR from the margins Challenge what some scholars view as the US hegemony in PR and contributes to the theoretical development of the discipline Redefines the role of public relations in society by emphasizing its potential contribution to peace building conflict resolution and empowering civil society

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