



The Media and Political Process

By Eric Louw

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How have professional communicators transformed the business of politics? How do political bodies use the media to sell domestic and foreign policies to the public? This fully revised new edition of **The Media and Political Process** assesses the impact of spin doctoring and media activity in liberal democracies that are just as concerned with impression management and public relations as with policy.

Political processes never stand still, and this revised second edition explores the mediatisation of the political process in light of recent developments, from Vladimir Putin's growth into a political celebrity, to the activities of spin doctors in the 2008 US Presidential Elections.

Providing a comprehensive overview of the evolution, operation and terminology of political communication, this text is an accessible, lively resource for students of political communication and media and politics, and will be important further reading for students of journalism, public relations and cultural studies.

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Review

This is a timely new edition of Louw's accessible and comprehensive book. It will make essential reading for students and teachers of political media

Brian McNair

Professor of Journalism & Communication, University of Strathclyde

This is a reflective, thorough and welcome overview of the field. It carefully considers the dynamic relationships between the media and political spheres and will therefore be highly valuable to students seeking to understand and analyse developments

Dominic Wring

Reader in Political Communication, Loughborough University

For more than 300 years media and politics in the western world have been complex institutions and the subjects of numerous works. In this book Dr Louw has successfully drawn together the various strands that create politics and media, providing an enjoyable narrative that demonstrates his strong understanding of the roles they play in modern socioeconomic policy and processes. This second edition makes a vital contribution to the way we view media and politics at the beginning of what promises to be an exciting century

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About the Author

Eric Louw, School of Communication & Arts, University of Queensland, previously worked for a number of South African universities (University of South Africa, University of Natal and Rand Afrikaans University), and ran a NGO engaged in development work.

His books include: *Media and Society: production, content and participation* (SAGE, 2015), *The Media and Political Process* (SAGE, 2010), *The Media and Cultural Production* (SAGE, 2001), *The Roots of the Pax Americana* (MUP, 2010), *New Voices Over the Air: The Transformation of the South African Broadcasting Corporation* (Hampton Press, 2010), *South African Media Policy* (1995), and *The Rise, Fall and Legacy of Apartheid* (Praeger, 2005).

Louw has published widely in the fields of political communication, South African media and South African political discourse. His current research is focusing on the transformation of South Africa.

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