



# Handbook of Political Communication Research (Routledge Communication Series)

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The *Handbook of Political Communication Research* is a benchmark volume, defining the most important and significant thrusts of contemporary research and theory in political communication. Editor Lynda Lee Kaid brings together exemplary scholars to explore the current state of political communication research in each of its various facets. Reflecting the interdisciplinary nature of political communication scholarship, contributions represent research coming from communication, political science, journalism, and marketing disciplines, among others.

The *Handbook* demonstrates the broad scope of the political communication discipline and emphasizes theoretical overviews and research synthesis, with each chapter providing discussion of the major lines of research, theory, and findings for the area of concern. Chapters are organized into sections covering:

- \*The theoretical background, history, structure, and diversity of political communication;
- \*Messages predominant in the study of political communication, ranging from classical rhetorical modes to political advertising and debates;
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- \*Public opinion and the audiences of political communication;
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- \*Trends in political communication study, including the Internet, and its role in changing the face of political communication.

As a comprehensive and thorough examination of the political communication discipline--the first in over two decades--this *Handbook* is a "must-have" resource for scholars and researchers in political communication, mass

communication, and political science. It will also serve readers in public opinion, political psychology, and related areas.

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