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Comparing Political Communication

Theories, Cases, and Challenges

This volume assesses the state of the art of comparative political communication research and considers potential ways in which it could and should develop. While cross-national studies were long neglected, twenty experts from Europe and the United States offer a unique and comprehensive discussion of the theories, cases, and challenges of comparative research in political communication. The first part discusses the fundamental themes, concepts, and methods essential in order to analyze the effects of modernization and globalization of political communication. The second part offers a broad range of case studies that illustrate the enormous potential of cross-national approaches in many relevant fields of political communication. The third part paves the way for future research by describing the most promising concepts and pressing challenges of comparative political communication. This book is intended to introduce new students to a crucial, dynamic field as well as to deepen advanced students' knowledge of its principles and perspectives.

Frank Esser is Assistant Professor of Mass Communication at the University of Missouri, Columbia. He was assistant professor at the University of Mainz, Germany, and visiting professor at the University of Oklahoma. His research centers around cross-national studies of journalism and political communication and has appeared in the *European Journal of Communications*, *American Behavioral Scientist*, and *Press/Politics*.

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PUBLISHED BY THE PRESS SYNDICATE OF THE UNIVERSITY OF CAMBRIDGE
The Pitt Building, Trumpington Street, Cambridge, United Kingdom

CAMBRIDGE UNIVERSITY PRESS
The Edinburgh Building, Cambridge CB2 2RU, UK
40 West 20th Street, New York, NY 10011-4211, USA
477 Williamstown Road, Port Melbourne, VIC 3207, Australia
Ruiz de Alarcón 13, 28014 Madrid, Spain
Dock House, The Waterfront, Cape Town 8001, South Africa

http://www.cambridge.org

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First published 2004

Printed in the United States of America

Typefaces Minion 11/13 pt. *and* Centaur *System* LaTeX 2ε [TB]

A catalog record for this book is available from the British Library.

Library of Congress Cataloging in Publication Data

Comparing political communication : theories, cases, and challenges / edited by Frank Esser, Barbara Pfetsch.
p. cm. – (Communication, society and politics)
Includes bibliographical references and index.
ISBN 0-521-82831-7 – ISBN 0-521-53540-9 (pbk.)
1. Communication in politics – Comparative method. 2. Mass media – Political aspects – Comparative method. 3. Communication in politics – Cross-cultural studies. 4. Mass media – Political aspects – Cross-cultural studies. I. Esser, Frank, 1966– II. Pfetsch, Barbara. III. Series.
JA85.C67 2004
320′.01′4–dc22 2004040653

ISBN 0 521 82831 7 hardback
ISBN 0 521 53540 9 paperback

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