



# The SAGE Handbook of Political Communication

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**The SAGE Handbook of Political Communication** is an authoritative and comprehensive survey of political communication drawing together a team of the world's leading scholars to provide a state-of-the-art review that sets the agenda for future study.



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## **Editorial Review**

### **Review**

The SAGE Handbook of Political Communication provides a much needed wide-ranging selection of articles edited by two renowned researchers in the field, Holli Semetko and Maggie Scammell, and an ace group of contributors. I was particularly impressed with the global 'feel' of the handbook, which provides insights into the field from among other areas, the emerging economic and political powerhouses of China, India, Russia, and Latin America. This book is a tour de force - a must-read for students, researchers and practitioners of political communication

**Dr. Paul Baines**

**Reader in Marketing, Cranfield School of Management & Managing Editor, Europe, Journal of Political Marketing**

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This is an impressive, up-to-date collection by some of the best scholars in the field. Students and researchers will find it invaluable, as will others interested in the fast-changing world of political communication

**Philip Seib**

**Director, Center on Public Diplomacy, University of Southern California**

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The SAGE Handbook of Political Communication offers an invaluable overview of the best current thinking and research in the field of political communication. As editors, Holli A. Semetko and Margaret Scammell, has brought together some of the most influential international scholars of media and politics. The result is a nicely organized and well-written handbook which will be an ideal resource not only for university students, but also for researchers and practitioners of political communication

**Professor Toril Aalberg**

**NTNU Trondheim, Norway**

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The SAGE Handbook of Political Communication brings together distinguished scholars to discuss issues of continuity, change and consequence for online and offline global political communications. Semetko and Scammell have produced a significant collection which delivers argument and evidence for scholars, students and everyone who wishes to understand the rapidly changing and significant field of political communication

**Bob Franklin,**

**Professor of Journalism Studies, Cardiff School of Journalism, Media and Cultural Studies**

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## About the Author

Holli A. Semetko, PhD is vice provost for international affairs and director of the Office of International Affairs (OIA) and the Claus M. Halle Institute for Global Learning, and Asa Griggs Candler Professor of Media and International Affairs at Emory University. An award-winning scholar with more than 90 publications, her research on communication, information and public opinion in campaigns and international contexts extends from the United States, Turkey, and the European Union (EU) to India, China, and Korea. Most recently, she published the Sage Handbook of Political Communication (May 2012), which includes 41 chapters by leading scholars around the world on the latest research and developments in the field. Dr. Semetko is a member of the Council on Foreign Relations, an advisor to The Carter Center China Program, and board chair of Emory's Confucius Institute in Atlanta. She sits on a number of non-profit boards and is a consultant to academic institutions and international media. She has held elected offices in the American Political Science Association, International Political Science Association, International Communication Association, and the World Association for Public Opinion Research. Her networks in the fields of politics and government, public opinion, and media span the globe. Before arriving at Emory in 2003, Dr. Semetko lived abroad first as a graduate student completing her MSc and PhD at the London School of Economics and Political Science in the UK, then as a research scholar in Germany, and later as a professor in the Netherlands. She received the Samuel Beer Prize for the best dissertation on British politics, and a fellowship from the German Marshall Fund of the U.S. supported her research in Germany. She had held teaching and research positions at the Joan Shorenstein Center on the Press, Politics, and Public Policy at Harvard University's Kennedy School of Government, Syracuse University's Maxwell School of Citizenship and Public Affairs and the S.I. Newhouse School of Public Communications, and the University of Michigan. In Amsterdam, Dr. Semetko spent eight years as professor and chair of Audience and Public Opinion Research and served as chair of the Department of Communication Science. She was founding chair of the board of the Amsterdam School for Communication Research (ASCoR), a school for advanced research recognized by the Dutch Academy of Sciences (KNAW), where she remains an honorary professor. Major grants from the EU and Dutch National Science Foundation supported her research in the context of European governance, campaigns, and the economic integration process. Since her arrival at Emory in 2003, the university launched new international programs and partnerships with nations in Asia, Africa, Europe, Latin America, and the Middle East and North Africa. She has led numerous delegations to Asia, including China, India, Singapore, and South Korea, and has been a frequent visitor to Turkey, Morocco, and destinations in the EU. Her work has helped to obtain support from foreign governments and foundations to launch Korean at Emory in 2007 and the annual India Summit in 2010, and to expand Chinese language and culture offerings. As director of the Halle Institute for Global Learning, Dr. Semetko launched several new programs, including the endowed Turkish Lecture Series; Cartooning for Peace at the United Nations and Cartooning for Peace and Health at Emory; and the expansion of the Halle Institute's study trip program from Germany and India to Turkey, China, Korea, Brazil, and Indonesia. She established the Halle Institute's research program in 2004 to advance faculty research through expert meetings and conferences at Emory and abroad. A wide range of cosponsors, such as the European Central Bank; Federal Reserve Bank of Atlanta; local offices of consul generals for France, Turkey, the UK, and Germany; and Nanjing University's Institute for Advanced Studies in Humanities and Social Sciences have helped to make symposia and other research events possible. Hundreds of scholars have benefited from the program. Dr. Semetko launched the Knowledge Futures initiative, an interdisciplinary program that sponsors conferences, panels, and speakers to address critical issues about the digital, mediated and wireless world. Alongside a team of Emory faculty and students, Dr. Semetko is already planning next year's India Summit, which will take place February 21-23, 2013. Cosponsors over the past three years have included the India, China & America Institute, the Embassy of India in the United States, WIPRO, and the Confederation of Indian Industry (CII).

Maggie Scammell is a lecturer in media and communications. She was appointed to the LSE in January 1999. Before that she was for five years a lecturer at the School of Politics and Communications at the

University of Liverpool, and a Research Fellow at Joan Shorenstein Center for Press/Politics, at the John F. Kennedy School of Government, Harvard University. She took her PhD at the LSE, investigating the Thatcher government's use of marketing and public relations.

## **Users Review**

### **From reader reviews:**

#### **Johnny Powers:**

The guide untitled The SAGE Handbook of Political Communication is the guide that recommended to you to see. You can see the quality of the book content that will be shown to anyone. The language that creator use to explained their way of doing something is easily to understand. The copy writer was did a lot of analysis when write the book, and so the information that they share for your requirements is absolutely accurate. You also can get the e-book of The SAGE Handbook of Political Communication from the publisher to make you far more enjoy free time.

#### **George Falls:**

This The SAGE Handbook of Political Communication is great guide for you because the content which is full of information for you who all always deal with world and get to make decision every minute. This kind of book reveal it information accurately using great plan word or we can say no rambling sentences included. So if you are read the item hurriedly you can have whole data in it. Doesn't mean it only will give you straight forward sentences but challenging core information with wonderful delivering sentences. Having The SAGE Handbook of Political Communication in your hand like finding the world in your arm, info in it is not ridiculous a single. We can say that no publication that offer you world inside ten or fifteen small right but this publication already do that. So , this is good reading book. Heya Mr. and Mrs. occupied do you still doubt which?

#### **Joyce Bullock:**

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#### **Karin Eubanks:**

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to science. Spend your extra time to add your knowledge about your scientific research competence. Some people has diverse feel when they reading some sort of book. If you know how big good thing about a book, you can sense enjoy to read a book. In the modern era like right now, many ways to get book that you wanted.

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