



# The Media and Political Process

*Eric Louw*

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## **The Media and Political Process** Eric Louw

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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