

(R)evolutionizing Political Communication through Social Media

Part of the Advances in Public Policy and Administration Book Series

Tomaž Deželan (University of Ljubljana, Slovenia) and Igor Vobič (University of Ljubljana, Slovenia)



Description:

Online platforms have widened the availability for citizen engagement and opportunities for politicians to interact with their constituents. The increasing use of these technologies has transformed methods of governmental communication in online and offline environments.

(R)evolutionizing Political Communication through Social Media offers crucial perspectives on the utilization of online social networks in political discourse and how these alterations have affected previous modes of correspondence.

Readers:

Highlighting key issues through theoretical foundations and pertinent case studies, this book is a pivotal reference source for researchers, professionals, upper-level students, and consultants interested in the influence of emerging technologies in the political arena.

ISBN: 9781466698796

Release Date: March, 2016

Copyright: 2016

Pages: 259

Topics Covered:

- Bipartisanship
- Grassroots Social Movements
- Hashtag Usage
- Institutionalized Politics
- Microblogging
- Political Advertising
- Social Computing Bans

**Hardcover +
Free E-Access:**

\$170.00

**E-Access +
Free Hardcover:**

\$170.00

