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By Richard M. Perloff

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In addition to synthesizing facts and theories, and highlighting the scholarly contributions made to the understanding of political communication effects, *Political Communication* addresses such factors as the rhetorical accomplishments of American presidents, the ongoing tangles between the press and the presidency, and the historical roots of politics as it is practiced and studied today. It also addresses major issues about the press and politics that continually resurface, such as question of press bias and the use and manipulation of media by politicians to accomplish national goals.

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Political Communication: Politics, Press, and Public in America (Routledge Communication Series) By Richard M. Perloff Bibliography

- Sales Rank: #2972967 in Books
- Brand: Brand: Routledge
- Published on: 1997-12-03
- Original language: English
- Number of items: 1
- Dimensions: 9.02" h x 1.14" w x 5.98" l, 1.76 pounds
- Binding: Paperback
- 504 pages

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