

ENCYCLOPEDIA OF POLITICAL
COMMUNICATION

Volume 1 & 2



LYNDA LEE KAID

CHRISTINA HOLTZ-BACHA

ENCYCLOPEDIA OF POLITICAL

COMMUNICATION

ENCYCLOPEDIA OF **POLITICAL**
COMMUNICATION

Volume **1**

LYNDA LEE KAID
UNIVERSITY OF FLORIDA

CHRISTINA HOLTZ-BACHA
UNIVERSITY OF ERLANGEN-NÜRNBERG

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Lang, Kurt
Lasswell, Harold
Lazarsfeld, Paul F.
Lehrer, Jim
Lenin, Vladímir I.
Le Pen, Jean-Marie
Lewinsky, Monica
Limbaugh, Rush
Lippmann, Walter
Loukanov, Andrey
Machiavelli, Niccolò
Mancini, Paolo
Mandela, Nelson
Mandelson, Peter
Mao Zedong
Marx, Karl
Matalin, Mary
Mazzoleni, Gianpietro
McCain, John
McCombs, Maxwell
McGovern, George
McLuhan, Marshall
McQuail, Denis
Meir, Golda
Menem, Carlos
Merkel, Angela
Mitsotakis, Konstantinos
Mitterrand, François
Mohammed VI
Moi, Daniel Arap
Morales, Evo
Moseley Braun, Carol
Moyers, William (Bill)
Mubarak, Hosni
Murrow, Edward R.
Muskie, Edmund
Nader, Ralph
Napolitan, Joseph
Nasser, Gamal Abdel
Nimmo, Dan
Nixon, Richard M.
Noelle-Neumann, Elisabeth
Nyerere, Julius
Obama, Barack
Onassis, Jacqueline Kennedy
O'Reilly, Bill

Özal, Turgut
 Palme, Olof
 Papandreou, Andreas
 Perón, Juan
 Perón, María Eva Duarte de
 Perot, Ross
 Putin, Vladimir
 Quayle, Dan
 Rabin, Yitzhak
 Rather, Dan
 Rawlings, Jerry
 Reagan, Nancy
 Reagan, Ronald
 Rice, Condoleezza
 Richards, Ann
 Rivera, Geraldo
 Rogers, Everett M.
 Roosevelt, Eleanor
 Roosevelt, Franklin D.
 Sabato, Larry
 Sanders, Keith R.
 Schramm, Wilbur
 Schröder, Gerhard
 Schroeder, Patricia
 Schulz, Winfried
 Schüssel, Wolfgang
 Schwartz, Tony
 Schwarzenegger, Arnold
 Senghor, Léopold Sédar
 Sharon, Ariel
 Simitis, Konstantinos
 Stephanopoulos, George
 Stevenson, Adlai
 Thatcher, Margaret
 Trippi, Joe
 Uzan, Cem
 Vargas, Getulio
 Vranitzky, Franz
 Wałęsa, Lech
 Wallace, George
 Watts, J. C.
 Weaver, David H.
 Wellstone, Paul
 Will, George
 Wilson, Harold

Wolfsfeld, Gadi
 Yassine, Abdessalam
 Yeltsin, Boris
 Zhelev, Zhelyu
 Zhivkov, Todor

Books, Films, Journals, Television

All the President's Men
American Voter, The
Bowling Alone
Campaigns & Elections Magazine
Candidate, The
Candidates and Their Images
Citizen Kane
Commander in Chief
Comparing Media Systems
Creating Reality
Crosstalk
Daily Show, The
Deciding What's News
Effects of Mass Communication, The
 Film and Politics
Four Theories of the Press
 Great Debates, The
Handbook of Political Communication, The
Image, The
Mediated Political Realities
Nature of Prejudice, The
News: The Politics of Illusion
Nightline
People's Choice, The
Personal Influence
Political Campaign Communication
Political Communication
Presentation of Self in Everyday Life, The
Processing the News
Psychology of Radio, The
Responsive Chord, The
Saturday Night Live
Selling of the President 1968, The
Symbolic Uses of Politics, The
Television in Politics
Unseeing Eye, The
Virtuous Circle, A

War of the Worlds, The
West Wing, The

Democracy, Democratization

Argentina Democratization Process,
Role of the Media
Brazil, Media and the Political System
Bulgaria, Democratization
Democratization, Role of the Media in
Direct Action Protest, Australia
Direct Democracy
German Unification, Role of the Media
Hungary, Communication and Politics
Poland, Democratization
Russia, Democratization and Media

Education and Nonprofit Organizations

Carrie Chapman Catt Center for
Women and Politics
Center for the Study of the American Electorate
Freedom Forum Media Studies Center
Graduate School of Political Management
McGovern Library and Center for
Public Service and Leadership
Pew Internet & American Life Project
Pew Research Center for the People & the Press
Political Commercial Archive
Political Communication Center
Survey Research Center
Vanderbilt Television News Archive
World Association for Public Opinion Research

Elections

Electoral Systems
European Parliamentary Elections
E-Voting
Grassroots Campaigning
Iowa Caucuses
Primaries
Proportional Representation
Second-Order Election
Ticket Splitting
Voter News Service

Voting Behavior
Youth Voting

Government Operations and Institutions

Brazil, Media and the Political System
China, Media and Politics in
Chinese Cultural Revolution
Communism
Conservative, Conservatism
E-Government
Electoral Systems
Eurobarometer
European Commission
European Parliament
European Parliamentary Elections
European Union
Federal Trade Commission
Government Communication
Hong Kong Handover
Hungary, Communication and Politics
Political Prisoners
Press Secretary, White House
Proportional Representation
Public Affairs, Communication in
State of the Union Address
Supreme Court, Media and the

Law and Regulation

Abortion
Affirmative Action
Ballot Initiatives
Bipartisan Campaign Reform Act
Brazil, Media and the Political System
Buckley v. Valeo
Campaign Finance
Censorship, Political
Civil Rights Movement
Communications Act of 1934
Council of Europe, Media Policy
Equal Time Provision
European Commission
European Convention on Human Rights
European Court of Justice
European Union Media Policy

Fairness Doctrine
 Federal Election Campaign Act
 Federal Trade Commission
 First Amendment
 Free Airtime
 Freedom of Information
 Libel
McConnell v. Federal Election Commission
 Obscenity and Pornography
 Press Freedom
 Press Law of 1766, Sweden
Red Lion Broadcasting Co. v. FCC
 Reputation in Politics
 Royal Commission on the Press
 Shield Laws
 Soft Money
 UNESCO Media Policy
 United States Information Agency

Media

Media Events

Bush–Rather Confrontation
 Checkers Speech
 Media Consultants
 Media Events
 Spin, Political
Tampa Incident

Media Outlets and Programs

Al Jazeera Television
Campaigns & Elections Magazine
 CNN (Cable News Network)
Commander in Chief
 C-SPAN Network
Daily Show, The
 Daisy Girl Ad
 Fox News
 Freedom Forum Media Studies Center
 National Association of Broadcasters
 National Public Radio (NPR)
New York Times, The
Nightline
 PBS (Public Broadcasting Service)
 Radio Free Europe
 Reporters Without Borders

Rock the Vote
Saturday Night Live
 Tabloids
 Underground Media
 Voice of America
 Voter News Service
War of the Worlds, The
Washington Post, The
West Wing, The
 Willie Horton Ad

Role of Media in Political Systems

Argentina Democratization Process,
 Role of the Media
 Brazil, Media and the Political System
 China, Media and Politics in
 Congress and the Media
 Democratization, Role of the Media in
 German Unification, Role of the Media
 Hungary, Communication and Politics
 Public Service Broadcasting
 Rwanda Genocide, Role of Media
 Russia, Democratization and Media
 Supreme Court, Media and the
 UNESCO Media Policy

News Media Coverage of Politics, Political Affairs

Ad Watch
 Blogs, Blogging
 Citizen Journalism
 Commentary, Political
 Congress and the Media
 Fairness Doctrine
 Fourth Estate, Media as
 Gulf War, Media Coverage of
 Hard News
 Horserace Coverage
 Iraq War, Media Coverage of
 Media Bias
 News Coverage, Politics
 News Management
 News Selection Process
 Pooled Journalism
 Press Conferences

Press Secretary, White House
 Public Affairs, Communication in
 Radio, Politics and
 Soft News
 Sound Bite
 Stringer
 Supreme Court, Media and the
 Talk Radio, Political
 Talk Shows, Television
 Voter News Service
 War Coverage
 White House Press Corps
 Women Candidates, News Coverage

Theoretical Approaches

Agenda Melding
 Agenda Setting
 Hostile Media Effect
 Information Technology in Politics
 Infotainment
 Media Bias
 Media Feeding Frenzy
 Media Logic
 Mediatization
 Metacoverage
 Muckrakers, Muckraking
 Music and Politics
 Political Branding
 Press and Politics
 Press Freedom
 Press Theories
 Public Relations, Political
 Public Service Broadcasting
 Spin, Political
 TechnoDistortions
 Videostyle
 Webstyle

Types of Political Media

Advocacy Advertising
 Alternative Media in Politics
 Banner Ads
 Big-Character Posters, China
 Blogs, Blogging

Candidate Films, Biographical
 Cartoons, Political
 Debates
 DebateWatch
 Direct Mail
 Editorials
 E-Mail, Political Uses
 Film and Politics
 Fireside Chats
 Free Airtime
 Letters to the Editor
 Media Buying in Politics
 Negative Advertising
 New Media Technologies
 News Magazines
 Newspapers, Role in Politics
 Party Election Broadcasts
 Party Press
 Political Advertising
 Political Advertising, Independent
 Political Advertising, Radio
 Posters, Political
 Radio, Politics and
 Radio Addresses
 Talk Radio, Political
 Talk Shows, Television
 Testimonials, Political
 Video Games, Political
 Web Campaigning
 Women Candidates, Advertising
 World Wide Web, Political Uses

Political Attitudes

Apathy, Voter
 Authoritarianism
 Cybernationalism
 Ideology
 Mass Political Behavior
 New Right
 Parasocial Relationships in Politics
 Party Identification
 Political Branding
 Political Correctness
 Political Culture
 Political Involvement

Political Knowledge
Polls
Populism
Psychographics in Politics
Public Opinion
Race in Politics
Ticket Splitting
Voter Behavior

Political Campaigns

American-Style Campaigning
Ballot Initiatives
Campaign Finance
Candidate-Centered Communication
Candidate Films, Biographical
Celebrities in Politics
Commission on Presidential Debates
Daisy Girl Ad
Debates
DebateWatch
Free Airtime
Grassroots Campaigning
Hate Speech
Iowa Caucuses
Media Consultants
Negative Campaigning
Party Election Broadcasts
Personal Campaigning
Political Advertising
Political Advertising, Independent
Political Advertising, Radio
Primaries
Soft Money
Testimonials, Political
Web Campaigning
Webstyle
Willie Horton Ad
Women Candidates, Advertising
Women Candidates, News Coverage

Political Events

Checkers Speech
Chinese Cultural Revolution
Falklands-Malvinas War

Gulf War, Media Coverage of
Helsinki Process
Heuristics in Political Decision Making
Hill-Thomas Hearings
Hong Kong Handover
Inaugural Addresses, Presidential
Iowa Caucuses
Iraq War, Media Coverage of
Kennedy Assassination
Mass Nonviolent Protest, Australia
McCarthy Hearings
Muhammed Cartoon Events
Pentagon Papers, The
Political Conflict
Political Scandal
Protests, Political
Revolution, Political
Speeches, Presidential
Spiegel Affair
State of the Union Address
Tampa Incident
Terrorism and Media
Waldheim Affair
War Coverage
Watergate
Watts Riots

Political Groups and Organizations

AARP
Advocacy Advertising
Aging and Politics
American Association of Political Consultants
Center for the Study of the American Electorate
Commission on Presidential Debates
Congress and the Media
Conservative Party, Britain
Conventions, Political
Council of Europe, Media Policy
Democratic National Committee
Democratic Party
European Association of Political Consultants
European Parliament
European Parliamentary Elections
European Union
European Union, Media Policy

Feminist Movement
 Freedom Forum Media Studies Center
 Glasgow Media Group
 Green Party
 Interest Groups in Politics
 Labour Party, Britain
 Latinos and Politics, Media
 Libertarian Party
 Lobbying, Lobbyist
 Minorities, Role in Politics
 NAACP (National Association for
 the Advancement of Colored People)
 National Association of Broadcasters
 New Right
 Party Identification
 Pew Internet & American Life Project
 Pew Research Center for the
 People & the Press
 Political Action Committees (PACs)
 Political Culture
 Political Parties
 Reform Party
 Religion in Politics
 Republican National Committee
 Republican Party
 Solidarity Movement
 UNESCO Media Policy
 Unions, Political Activity
 Youth Voting

Political Issues

Abortion
 Aging and Politics
 Ballot Initiatives
 Civil Rights Movement
 Issue Management
 Issue Ownership
 Kids Voting USA
 Lobbying, Lobbyist
 Mass Political Behavior
 Minorities, Role in Politics
 Political Corruption
 Political Knowledge
 Segregation
 Welfare Policy

Political Journalism

Bush–Rather Confrontation
 Commentary, Political
 Embedded Journalists
 Hostile Media Effect
 Journalism, Political
 Metacoverage
 Muckrakers, Muckraking
 Pack Journalism
 Pooled Journalism
 Public Journalism
 Talk Radio, Political
 Talk Shows, Television
 Women Candidates, News Coverage
 Yellow Journalism

Theoretical Concepts

Agenda Melding
 Agenda Setting
 Americanization
 Apologia
 Argumentation, Political
 Aristotle
 Authoritarianism
 Communism
 Conservative, Conservatism
 Constructivism
 Critical Theory
 Cultivation Theory
 Cultural Imperialism
 Cultural Studies
 Dealignment
 Deliberation
 Democracy Theories
 Demography
 Dependency Theory, Media
 Diffusion of Innovations
 Digital Divide
 Dramatistic Approaches to Political Communication
 Fantasy Theme Analysis
 Fear Appeals, Use in Politics
 Feminine Style in Communication
 Focus Groups
 Framing
 Gender and Politics

- Globalization
Group Decision Making, Political
Heuristics in Political Decision Making
Hostile Media Effect
Humor in Politics
Image, Political
Impression Management
Indexing Theory
Information Flow, Global
Information Society
Inoculation, Political
Intercultural Communication, Dimensions
Interpersonal Communication
Kids Voting USA
Knowledge Gap
Language and Politics
Limited Effects Theory
Mass Political Behavior
McConnell v. Federal Election Commission
Mediatization
Medium Theory
Methodology
Modernization
Music and Politics
News Management
News Selection Process
Orientation, Need for
Participation, Political
Personalization of Politics
Persuasion, Political
Pharisee Effect
Pluralistic Ignorance
Political Conflict
Political Disaffection
Political Efficacy
Political Engagement
Political Information Efficacy
Political Information Processing
Political Involvement
Political Knowledge
Political Leadership
Political Marketing
Political Scandal
Political Socialization
Politics, Policy, Polity
Presidential Communication
Press and Politics
Press Theories
Priming
Professionalization
Propaganda
Psychographics in Politics
Public Communication in Politics
Public Sphere
Pundits, Punditry
Race in Politics
Reputation in Politics
Resonance Theory
Rhetoric, Political
Selective Processes, Exposure,
 Perception, Memory
 Sleeper Effect
Social Marketing
Social Responsibility Theory
Speeches, Presidential
Spiral of Silence
Strategic Communication
Symbolic Convergence Theory
Systems Theory
Third-Person Effect
Two-Step Flow Model of Communication
Uses and Gratifications Approach
Verbal Style
Videostyle
Voter Behavior
- Women in Politics**
- Carrie Chapman Catt Center for
 Women and Politics
Feminine Style in Communication
First Ladies, Political Communication of
Gender and Politics
Hill–Thomas Hearings
Women Candidates, Advertising
Women Candidates, News Coverage

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