

ROUTLEDGE RESEARCH IN POLITICAL
COMMUNICATION

The Media, Political Participation and Empowerment

Edited by
Richard Scullion,
Roman Gerodimos, Daniel Jackson
and Darren G. Lilleker



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First published 2013
by Routledge
2 Park Square Milton Park Abingdon Oxon OX14 4RN

Simultaneously published in the USA and Canada
by Routledge
711 Third Avenue, New York, NY 10017

Routledge is an imprint of the Taylor & Francis Group, an informa business.

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British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

Library of Congress Cataloging in Publication Data

The media, political participation and empowerment / edited by Richard Scullion, Roman Gerodimos, Daniel Jackson and Darren Lilleker.

pages cm. – (Routledge Research in Political Communication)

Includes bibliographical references and index.

1. Communication in politics. 2. Political participation. I. Scullion, Richard. II. Gerodimos, Roman. III. Jackson, Daniel. IV. Lilleker, Darren G.

JA85.M432 2013

320.01'4–dc23

2012044981

ISBN: 978-0-415-63349-9 (hbk)

ISBN: 978-0-203-38111-3 (ebk)

Typeset in Times New Roman
by Wearset Ltd, Boldon, Tyne and Wear

The Media, Political Participation and Empowerment

This book presents an interdisciplinary examination of the media's role in civic life.

Technological, cultural and economic forces are profoundly transforming political communication, posing historic challenges and opportunities for politicians and media organisations. At the same time, important questions are emerging about the role and power of citizens, challenging traditional notions of the passive audience. Including both theoretical and empirical chapters, this book offers a reappraisal of the theories, methods and issues that inform our understanding of citizens and audiences in contemporary politics. It assesses current understandings of the connections between audience and citizens in the context of current politics and examines citizen engagement in politics.

Utilising a conceptually interdisciplinary approach that includes cultural studies, political science, marketing, journalism, public relations, media, international relations and art, expert contributors address the following questions:

- How much and what sorts of civic and audience empowerment are most desirable, and how does this differ cross-nationally?
- How do citizens relate to private and public spaces?
- How do citizens function in online, networked, liminal and alternative spaces?
- How do audiences of 'non-political' media spaces relate their experiences to politics?
- How are political parties and movements utilising audiences as co-creators of political communication and what are the consequences for democracy?

With examples from the UK, United States, Holland, France, Germany, the Middle East, South Africa and Mexico, this comparative and innovative volume will be of interest to students and scholars of political science, marketing, journalism, cultural studies, public relations, media and international relations.

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Acknowledgements

The editors would like to express their thanks to the existence of the Political Studies Association's Media and Politics special interest group. Its annual conference held at Bournemouth University in November 2011 led to the idea and the content for this book.

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