

Comunicando la Comunicazione Politica (Italian Edition)

Federico Zia



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Il testo si presenta come un' introduzione alle tematiche inerenti la comunicazione politica, nata dall'interazione tra il sistema politico, il sistema dei media e il cittadino-elettore. Nello specifico vengono analizzati gli attori, i modelli, gli effetti, il linguaggio, il marketing politico, l'informazione elettorale e i flussi della comunicazione politica senza tralasciare le principali tappe della ricerca e della teoria sull'argomento

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