



Political Communication Online: Structures, Functions, and Challenges (Paperback)

By Ognyan Seizov

Taylor Francis Ltd, United Kingdom, 2016. Paperback. Condition: New. Reprint. Language: English . Brand New Book. The impact of the Internet on political communication has been significant and multifaceted: it expanded the reach of political messages; opened the floodgates of decontextualization and intercultural misunderstanding; made room for new genres and forms; and allowed for the incorporation of every previously existing communication mode into complex multilayered documents. Political Communication Online places these developments in their social and media context, covers various disciplinary backgrounds and how they can contribute to a common understanding of the evolving online media landscape, and proposes a novel methodological tool for the analysis of political communication online. Seizov offers an approach that places context at the core of the theoretical and methodological discussion by discussing the traits of online communication that make it a unique communication environment. The book then brings together different disciplines which have important contributions for the study of political communication online but have not been integrated for this purpose so far, such as visual communication, multimodal research, and cognitive psychology. Seizov introduces the book's main theoretical and methodological contribution to multimodal document analysis, the annotation scheme Imagery and Communication in Online Narratives...



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Reviews

The publication is simple in go through preferable to fully grasp. I am quite late in start reading this one, but better then never. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Mrs. Josiane Collins

Comprehensive guide for publication lovers. it absolutely was writtern really flawlessly and valuable. You wont really feel monotony at whenever you want of your own time (that's what catalogs are for concerning if you ask me).

-- Rowan Gerlach II