



The Professionalisation of Political Communication (Intellect Books - Changing Media, Changing Europe)

Ralph Negrine, Christina Holtz-Bacha, Stylianos Papathanassopoulos

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Has the communication of politics become professionalised? Who are the 'professionals' and what part do they play in the political process? Can the process of professionalisation be observed in different political systems? These, and related questions, about the changing nature of practices in political communication are explored in this book that looks at developments across a number of different countries. The different ways in which the idea of the professionalisation of political communication has been commonly used is explored and the authors develop a framework for understanding changing practices in political communication and in different contexts, for example, in respect of political campaigns and elections in general, and in respect of communication by governments. It also focuses on these same themes in specific countries: Germany, France, Britain, Greece, the Netherlands, Hungary, Italy, Sweden.

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