



# Political Campaign Communication: Principles and Practices (Communication, Media, and Politics)

*Judith S. Trent, Robert V. Friedenberg, Robert E. Denton Jr.*

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This eighth edition of *Political Campaign Communication: Principles and Practices* provides a clear understanding of the strategic decisions made and tactical communication practices used in contemporary political campaigns.

The authors:

- incorporate examples from all levels—local, statewide, and national—to illustrate the communicative choices confronted in contemporary political campaigns,
- discuss all aspects of campaign communication, from buttons and yard-signs to the rapid expansion in use of social media, and
- draw on a wealth of communication theories to clearly explain contemporary principles and practices such as functions, stages, communicative styles, public speaking, debates, interpersonal communication, political advertising, and the use of new communication technologies.

Updated to reflect practices in the 2012 presidential campaign as well as the local, state, and congressional campaigns of 2014, *Political Campaign Communication* continues to be a classroom favorite—an insightful, thoroughly researched, and reader-friendly text.

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