

Political communication has witnessed unprecedented growth and change over the past decade. This volume explores the state of the art in political communication research and highlights some of the most promising directions for future research that are emerging in current work. *New Directions in Political Communication* argues that it is time for political communication research to look beyond the traditional voter persuasion paradigm that has dominated the field and reach out to other contexts and viewpoints. The volume offers analyses of the broad foundations of political communication; examples of a broadened understanding of what kinds of messages should be viewed as 'political'; an institutional perspective brought

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