

POLITICAL COMMUNICATIONS

Why Labour Won the General Election of 1997



Edited by
ANDREW CREWE BRIAN GOSCHALK
and JOHN BARTLE

Political Communications Why Labour Won The General Election Of 1997

W. Lance Bennett, Robert M. Entman



Political Communications Why Labour Won The General Election Of 1997:

Political Communications John Bartle,Ivor Crewe,Brian Gosschalk,2012-11-12 The dialogue conducted via the press television advertising and the opinion polls between politicians and the people in the 1997 campaign and its run up is analyzed here Special attention is paid to the innovations and changes that marked the 1997 campaign

Political Communications Transformed John Bartle,Dylan Griffiths,2001-03-30 Dramatic changes in society technology and culture have transformed the relationship between political parties the media and the individual voter over the last fifty years The leading researchers gathered in this volume offer a comprehensive analysis of the evolution of British political communication since 1945 They explore the competition for coverage between political parties and media organizations the ongoing rivalry between politicians and the press and the implications for the quality of British democracy

Political Marketing and British Political Parties Jennifer Lees-Marshment,2001 Demonstrates how British political parties have begun to use comprehensive political marketing in order to gain electoral success They conduct focus groups and opinion polls in an attempt to elicit what voters want from them and then try to adjust their behaviors accordingly

Mediated Politics W. Lance Bennett,Robert M. Entman,2000-11-20 Mediated Politics explores the changing media environments in contemporary democracy the internet the decline of network news and the daily newspaper the growing tendency to treat election campaigns as competing product advertisements the blurring lines between news ads and entertainment By combining new developments in political communication with core questions about politics and policy a distinguished roster of international scholars offers new perspectives and directions for further study Several broad questions emerge from the book with ever increasing media outlets creating more specialized segments what happens to broader issues Are there implications for a sense of community Should media give people only what they want or also what they need to be good citizens These and other tensions created by the changing nature of political communication are covered in sections on the changing public sphere shifts in the nature of political communication the new shape of public opinion transformations of political campaigns and alterations in citizens needs and involvement

On Message Pippa Norris,1999-05-28 To what extent are the techniques of campaigning and media management critical to the outcome of modern elections This book brings together a group of leading scholars to provide a comprehensive analysis of the role and impact of political communications during election campaigns They set the context of election campaigning in Britain and the methodology used to understand media effects review party strategies and resulting media coverage and draw together evidence of the impact of the 1997 British General Election campaign analyzing how far television and the press media influenced the public s civic engagement agenda priorities and party preferences

New Labour und die Modernisierung Grossbritanniens Sebastian Berg,2006

The Creation of Political News James Stanyer,2001 This text examines the relationship between the media and party political conference

Debates in British Politics Today Lynton J. Robins,Bill Jones,2000 This text

examines a range of current debates in British politics Issues covered include do we still need the monarchy Is the mass media the enemy of democracy Is politics still class based The environment our world in danger or Green scaremongering

Das österreichische Wahlverhalten Fritz Plasser, Peter Adolf Ulram, Franz Sommer, 2000 Explaining Labour's Landslide Robert M. Worcester, Roger Mortimore, 1999 Using new polling evidence veteran pollster Robert Worcester MORI explains why Labour won such a massive landslide in the 1997 election and why the Conservatives suffered their worst ever electoral drubbing A key adviser to Labour for many years Worcester provides the ultimate analysis of Labour's victory

Der Wandel von Parteien in der Mediendemokratie Uwe Jun, 2004 **Zeitschrift für Politikwissenschaft**, 2000

Wahl-Kämpfe Andreas Dörner, Ludgera Vogt, 2002 **Mass Communication: Media systems, economy, governance and globalisation** Denis McQuail, 2006 Denis McQuail's major work in Mass Communication is another essential part of the SAGE Benchmark series Drawing on both classic and contemporaneous sources McQuail guides us through the central defining papers that anchor this field Taken together the four volumes provide access to the key debates within the field and all the main lines of research that have emerged Publisher Labour and the Press Sean Tunney, 2007 This text provides an

analysis of how Labour's policies on the press sit within the context of the party's overall development from Harold Wilson through the party's flirtation with Robert Maxwell to the robust approach of Tony Blair It offers a fresh insight into New Labour's concern with press management political communications **Book Review Digest**, 2002 **The Financing of Politics** Carlos Malamud, Eduardo Posada Carbó, 2005 In this collection the individual experiences of several Latin American countries are examined against the background of Western Europe with a view to identifying similarities as well as differences in the funding of political parties in democratic nations

The Marketing of Political Parties Darren G. Lilleker, Nigel A. Jackson, Richard Scullion, 2006 What is political marketing and how does it work This question sits at the heart of this book Using the British General Election of 2005 as a case study this collection focuses on three important elements the products offered by the parties the campaign communication and the perceptions reactions and attitudes of the voters *The Review of Policy Research*, 2005 *Developments in British Politics*, 2000

Reviewing **Political Communications Why Labour Won The General Election Of 1997**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**Political Communications Why Labour Won The General Election Of 1997**," an enthralling opus penned by a very acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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