



A Virtuous Circle: Political Communications in Postindustrial Societies (Communication, Society and Politics)

Pippa Norris

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Is the process of political communications by the news media and by parties responsible for civic malaise? A Virtuous Circle sets out to challenge the conventional wisdom that it is. Based on a comparative examination of the role of the news media and parties in 29 postindustrial societies, focusing in particular on Western Europe and the United States, this study argues that rather than mistakenly 'blaming the messenger' we need to understand and confront more deep-rooted flaws in systems of representative democracy. This 2000 book outlines appropriate standards for evaluating the performance of the news media and the methods available to study this issue. It also compares changes in the news media including the rise of the Internet and the development of post-modern election campaigns. Norris shows that although negative news can erode public support for specific policy issues, in general there is a consistently positive relationship between attention to the news media and political knowledge, trust and participation. For more information on the book, please visit the author's website at www.pippanorris.com.

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