

CONTENTS

<i>List of illustrations</i>	<i>xiii</i>
<i>Preface and acknowledgements</i>	<i>xiv</i>
<i>Preface to the fifth edition</i>	<i>xvii</i>
 PART I	
Politics in the age of mediation	1
1 Politics in the age of mediation	3
2 Politics, democracy and the media	15
3 The effects of political communication	27
4 The political media	43
5 The media as political actors	67
 PART II	
Communicating politics	83
6 Party political communication I: advertising	85
7 Party political communication II: political public relations	118
8 Pressure-group politics and the oxygen of publicity	151
9 Political communication in a globalised world	173

CONTENTS

10 Conclusion: performance politics and the democratic process	204
<i>Notes</i>	209
<i>Bibliography</i>	214
<i>Index</i>	222