



Communicating Politics Online

Chapman Rackaway

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Shifting to an online world has drastically changed political communication. From producers of news and the consumers receiving it, from how campaigns communicate with voters to how elected officials connect with constituents, technology has disrupted political communication by making the speed of messages faster, creating a social environment that allows for mobile creation and consumption of content. In *Communicating Politics Online*, Chapman Rackaway shows how every actor involved in the political world, from the President to the everyday voter, has to rethink the process and strategy of political communication. Using online supplements linked to the main text allows the book to capture the hyper-accelerated pace of new media political communication.

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