

Political Communication Report

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This issue of *Political Communication Report* comes out as members of the section and others interested are submitting paper and panel proposals for the the upcoming APSA convention in San Francisco. Information about the conference is available on line at the [APSA](#) Web site. There are several upcoming deadlines for [grants](#) in this issue, as well as the usual slate of upcoming [calls for papers](#) and meetings.

The [commentary](#) page continues our discussion about citizen engagement. Mauro Porto, of the University of California at San Diego, points to an important gap in the approaches to research on the question of public knowledge and participation.

The book section opens with a full review by Víctor Sampedro of the University of Salamanca in Spain, of the book, *Public Opinion*, by Carroll J. Glynn of Ohio State, Susan Herbst of Northwestern, Garrett J. O'Keefe at Wisconsin – Madison, and Robert Y. Shapiro at Columbia. The review is available in [Spanish](#) as well as English.

The controversies surrounding the U.S. presidential election results provide an ideal moment for considering the role of communication, especially television news, in sustaining public interest and shifting the debate over the course of the weeks following November 7. Please submit your thoughts and comments for the next issue of *Political Communication Report*.

The joint APSA/ICA Political Communication newsletter, *Political Communication Report*, is published exclusively on line. Send your comments, reviews, feature articles, and notes about accomplishments, calls for papers, and meeting announcements for inclusion in the next issue by February 15, 2001.

[Kevin G. Barnhurst](#), Editor

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Citizen Ignorance and its Remedies: Blind Spots in Political Communication Research

Mauro P. Porto, University of California, San Diego

There is a growing concern in political communication research about the relationship between the mass media and classical democratic theory. In particular, scholars are confronted with a major paradox. On one hand, democratic theory expects citizens to be well informed about public affairs, to know the relevant facts, and to make rational choices. On the other hand, surveys conducted in the U. S. and worldwide have shown that the citizenry falls short of this ideal. Most people have low or no interest in politics and show a striking ignorance of basic facts about the worlds of politics and public life. Such a paradox presents several questions to political communication researchers: Is it possible to speak of democracy and citizen participation in a context marked by political ignorance? What has been and/or could be the role of the media in such a context?

Initially, scholars and commentators of public opinion reacted pessimistically to citizens' low levels of information and political interest. Lippmann and Dewey's ideas about the incapacity and the eclipse of the public are path-breaking and elegant statements of this position. Later on, survey and panel data gathered by the new U.S. empirical social science research institutions - especially those housed at the University of Michigan and at Columbia University - offered strong empirical evidence about the ignorance of the mass public. These and other traditions raise deep normative questions about the competence of citizens. Not accidentally, they tended to propose an elitist conception of democracy or a system based on the role of experts.

Pessimistic assessments of public knowledge and citizen competence have been replaced more recently by a "new look in public opinion research" (Sniderman, 1993, p. 219). These new approaches, which draw on cognitive psychology, suggest that citizens can make reasonable and consistent choices even in a context of low levels of information. Scholars have developed concepts such as low-information rationality to suggest that citizens use shortcuts or cues to compensate for the lack of information. According to this view, citizens use a variety of shortcuts, including party identification, media content and frames, or simply friendly advice, to obtain, evaluate, and store information. In this way, even if individuals don't know much about politics, they are able to make reasonable or rational choices and participate effectively in the political process. The media are frequently regarded as major sources of so-called smart cues that, in effect, save classical democratic theory from old anxieties about citizen competence.

The new approaches in public opinion and political communication research represent an important advance, but they have weak spots that are often neglected. In particular, I would like to challenge the normative assumption, often implicit, that the political environment and the media effectively simplify political choices for citizens and allow them to make consistent and rational decisions. There is a surprising lack of attention in most studies to the processes advantaged groups use to shape the political environment in ways that help maintain their privileged position in political and social structures. Political communication scholars tend to ignore the fact that elites and other dominant groups and institutions, such as the media, may constrain the range of frames available in the public sphere to interpret political events and themes. If citizens with low levels of information depend on cues to make sense of the world of politics, but have access only or mostly to the shortcuts put forward by dominant groups, democracy is seriously jeopardized.

My own research about the political role of television in Brazil, which is based on experiments and focus groups with viewers of informational and entertainment programs, supports this general hypothesis. The results of this research indicate that when citizens are exposed to only one point of view - usually the interpretation put forward by official sources - more people make sense of issues and events in terms of this dominant frame. On the other hand, citizens develop more varied understandings when they have access to other ways of framing the same information. This type of analysis, related to political, economic, and cultural inequalities, tends to be absent from recent studies on media and public opinion, mainly because of a tendency for the literature to neglect issues of power. Studies on shortcuts and framing need to pay particular attention to Steven Lukes' (1974) third, or hidden, face of power, which emphasizes the shaping of agents' thoughts and desires.

As a contribution to the debates surrounding these paradoxes, I would like to conclude by presenting few brief and elementary proposals. In my view, ordinary citizens are able to fulfill the expectations of democratic theory if two conditions are met. First, such expectations have to be understood in terms of citizens' ability to interpret the political reality with the use of shortcuts or frames, instead of the demand of being well informed; and second, a plurality of shortcuts or frames should be available in the public sphere, particularly in the mass media. According to this approach, a major task of political communication research is to investigate to what extent the media contribute to narrow or to broaden the range of frames available in the public sphere. The assumption is that citizens must have access to different interpretive frames - and not only to information - in order to make consistent and satisfactory choices.

To be effective, remedies for the problem of public ignorance and competence will have to focus on ways to improve the plurality of points of view available in the public sphere. In the case of the United States, free access to prime time television by a broad spectrum of political parties and candidates would not only diminish the costs of the campaigns and limit the influence of money in politics, but might also expose citizens to a more diverse range of viewpoints. Media organizations and journalists might also change professional norms and routines, going beyond the traditional dependence on official sources, to ensure that more attention is given to the interpretive frames that emerge from civil society. Political communication research can play an important role in addressing these often-neglected problems.

[Mauro P. Porto](#) is a Ph.D. candidate in the Department of Communication, University of California, San Diego, and an assistant professor at the University of Brasilia, Brazil. In his dissertation, the author

analyzes the role of three popular TV programs (a newscast, a telenovela, and a variety show) in the process by which audiences make sense of politics in Brazil. For more information, see the author's [home page](#).

References

Lukes, Steven. *Power: A Radical View*. London: Macmillan, 1974.

Sniderman, Paul. "The new look in public opinion research." In *Political Science: The State of the Discipline II*, pp. 21—245. Ed. A. Finifter. Washington D.C.: APSA, 1993.

News & Notes

New Editor for [Political Communication](#)

Like another race, the ballots "trickled in one at a time over the fall," according to [Susan Herbst](#), who chaired the nominations committee. But unlike the Presidential contest, "David Paletz will certainly be the next editor of *Political Communication*," she announced in early November. He was chosen by what Herbst called a "hefty" margin.

Joan Shorenstein Fellows

The following fellowships have been announced by the Joan [Shorenstein Center](#), Kennedy School of Government, Harvard University.

Fall Term 2000

Jason DeParle, welfare correspondent for The New York Times, is writing a book on welfare reform.

John Gage, the chief researcher and director of the Science Office for Sun Microsystems, is teaching a module called, Technology, Media and Governance, at the Kennedy School of Government.

Julie Hall is senior media advisor of the Active Community Unit initiated by Prime Minister Tony Blair. The Unit has developed new partnerships with the media to encourage government policies that promote community involvement among the diverse communities in the United Kingdom. Her research project is called, Evaluation of Formats for Televised Election Debates.

Nelson Traquina, professor of communication science at the New University of Lisbon, is president of the Center for Research in Media and Journalism, Lisbon. His research project is titled, The Journalistic Tribe.

Deborah Mathis, former national correspondent for Gannett News Service, is working on a project Media and Race: A Case Study, as a fellow at the Washington D.C. office of the Shorenstein Center.

Spring Term 2001

Hans Bergstrom, editor-in-chief, Dagens Nyheter, Stockholm, will undertake the research project Publication Bias and the G-Revolution: How Science and Media Interact in Shaping Public Perceptions

in an Important New Policy Area.

Trudy Lieberman, director for the Center for Consumer Health Choices, Consumers Union, will engage in a project titled, How the Media Contribute to Waste and Harm in Health Care.

Jeff Madrick, editor of Challenge Magazine, writes a monthly column for The New York Times. His research project will examine The Press and the New Economy. David Nyhan, columnist for The Boston Globe, will be writing a book on the topic An Examination of the Decline of Fairness in Journalism.

University of Washington Political Communication Initiatives

New Center for Communication and Civic Engagement

The University of Washington is opening a new center for research and policy development on the role of communication in civic participation, the center's director, [Lance Bennett](#), announced.

More than a dozen faculty from five departments have formed the Center for Communication and Civic Engagement (CCCE) in order to understand the sources and patterns of civic disengagement and to identify new areas of participation in democratic life. The Center is primarily concerned with how new technologies can be integrated with traditional communication to promote citizen engagement.

Projects currently underway at CCCE include studies of youth engagement and issue advocacy in local communities, the rise of a global citizen movement, the role of the Internet in issue campaigns, and an oral history of organizational networking in the WTO protests in Seattle in 1999.

In addition to these projects, the [CCCE Web site](#) contains a variety of citizen information resources that may be used in teaching political communication courses.

New Graduate Program in Political Communication

A new political communication Ph. D. program at the University of Washington is now open for graduate student applications.

More than twenty faculty from five participating departments contribute to the cross-disciplinary curriculum, including such areas as political rhetoric, press-politics, media effects, public opinion, democracy and deliberation, elections and campaigns, public policy, media and telecommunications law, journalism history, international communication, and the role of new technologies in public life.

Participating departments include [Political Science](#), the School of Communications, Speech Communication, Technical Communications, and the Evans School of Public Affairs. Students apply to one of the participating department and then take courses and work with faculty advisors in any of the

other departments.

The program description which can be found on line. <http://depts.washington.edu/policom> Questions about the program can be directed to [Lance Bennett](#).

Calls for Papers

December 10. New York State Political Science Association, Annual Conference, May 4–5. For paper, panel, and roundtable submissions send a short abstract to [Jeffrey Kraus](#), (718) 390-3254.

January 15. Euricom Colloquium E-networks: Arenas for Democratic Engagement? Piran, Slovenia, September 19–23, 2001. Send abstracts to [Nicholas Jankowski](#) or [Slavko Splichal](#). Further information at the [Web site](#).

April 30. "Visions and Divisions, Challenges to European Sociology," European Sociological Association, [Helsinki 2001 Conference](#), August 28 – September 1, 2001. Write to [Anna Rotkirch](#).

The Political Communication Interest Group, Southern States Communication Association. Send competitive papers and program proposals that explore theoretical and/or critical issues related to political communication to Larry Powell, Department of Communication Studies, University of Alabama at Birmingham, South 15th Street Room 216C, Birmingham, Ala. 35294-2060.

Journals

The Winter 2001 issue of [Convergence](#) (Vol. 7, No. 4) will examine historical approaches to understanding the future adoption and diffusion of new media technologies. Send proposals, inquiries and submissions by April 30, 2001 to [Bruce C. Klopfenstein](#), Director, Dowden Center for New Media Studies, Grady College, University of Georgia, Athens, Ga. 30602-3018.

Recent doctoral dissertations on cultural and communication studies. The European Institute for Communication and Culture (Euricom) Institutions and authors who would like to propose recently completed titles for a section of the journal are requested to send copies and abstracts to the editor, [Dr. N.W. Jankowski](#), Department of Communication, University of Nijmegen, P.O. Box 9104, 6500 HE Nijmegen, The Netherlands.

Syllabi

Syllabi on Women/Gender Issues and the Media. [Rebecca Ann Lind](#), University of Illinois at Chicago, Department of Communication.

Meetings

2000

December

Havana, Cuba, Dec. 4 - 8. III Encuentro Internacional for Researchers and Scholars of Information and Communication, University of Havana. Held simultaneously with the International Festival of New Latin-American Film. Write to the organizing committee [ICOM 2000](#), [Facultad de Comunicación](#), Ave. de los Presidentes No. 506, entre 23 y 21, El Vedado. CP.10400, Ciudad de La Habana. CUBA, or send a message by fax, 537.323734.

2001

March

College Station, Texas, March 1 Ð 4. 7th Annual Texas A & M Conference on Presidential Rhetoric. Contact [Martin Medhurst](#), Texas A & M University, 4349 Tamu, College Station, Texas 77843-4349; (979) 682-8843.

Fort Worth, Texas, March 14 - 18. Southwestern Political Science Association Annual Conference. Contact [Evan Ringquist](#).

Las Vegas, Nev., March 15 - 17. Western Political Science Association Annual Conference. Contact [Timothy Kaufman-Osborn](#).

April

Philadelphia, Penn., April 11 - 14. American Culture Association/The Politics Section. Philadelphia Marriott Hotel. For information write to [Fran Hassencahl](#), Chair, ACA Politics Section, Dept. of Communication and Theater Arts, Norfolk, VA 23529, or call (757) 683-3828.

Chicago, Ill., April 19 - 22. Midwest Political Science Association Annual Conference, Palmer House Hilton. Information and registration materials at the [MPSA Web site](#).

Recent Proceedings

National Communication Association

[Communicating Politics](#), Washington, DC, Summer 2000

[NCA 2000 Convention](#), Seattle, November 9–12

[Search Proceedings](#)

American Sociological Association

[2000 ASA Annual Meeting](#), Washington, DC, August 12–16

[Index of Program Topics](#)

Book Review

Essential Reading on Public Opinion

[En Español](#)

Glynn, Carroll J., Susan Herbst, Garrett J. O'Keefe, and Robert Y. Shapiro. *Public Opinion*. Boulder, Colo.: Westview Press, 1999. 496 pages, 6 x 9. \$75 (cloth), ISBN 0813329167; \$35 (paper), ISBN 0-8133-2917-5.

Public opinion, as the foundation of democratic power, does not belong under anyone's exclusive control. The voice of the people should not be the monopoly of any group in democratic societies, and even less so in the academy. For that reason it is of enormous pedagogical significance that academics from different fields have united to produce this textbook.

Conscious of the limitations of most previous manuals, the authors join forces to analyze rigorously the opinions of the citizenry from the perspectives of political science, mass communication, and practical journalism. The facets of public opinion they address are many, and they offer a united view that is quite complete. Even more important, the contents range in perspective from the macro-historical to micro-psychological. Their complete theoretical review is accompanied by historical examples and by case studies that closely fit the intended audience.

The first part of the book defines the concept, history, and methodologies of the public opinion. It proposes the very suggestive idea that the reader also adopt an interdisciplinary, rather than reductionist or dogmatic, perspective. Nevertheless, the rest of the book reveals that the investigators focused (and continue to focus) on analyzing the public opinion expressed through the ballot box and through surveys. This leaves out the ample repertoire of nonconventional political expressions (such as new social movements) and other processes of collective deliberation only rarely included by so-called professionals of public opinion: politicians, pollsters, and media people.

The second part of the book deals with the psychological and sociological theories of public opinion. Social psychology, in its cognitive and political orientations, occupies most of these pages. This historical overview is thorough, including as it does novel approaches to the processes of public opinion formation and incorporating as well the debate on the responsiveness of professional politicians to U.S. American voters. Nevertheless, what is missing is a theoretical review of the effects on public opinion which would fit within classical theory, both social and humanistic. This is the perspective adopted in the handbooks of some European authors, such as Dennis McQuail and Mauro Wolf, which frame recent investigations within a few questions common to all the social sciences.

The last part of the book holds extraordinary interest for U.S. American citizens. It discusses their political capacities and competencies, the rationality of their collective opinions, their influence on the work of government, and the effects of election campaigns on them as voters. The epigraph on the media, especially "The Effects of Mass Media on Public Opinion," brings to fruition an enormous effort that summarizes in few pages the long history of this field of investigation. As previously noted, however, greater and more integrated attention should perhaps be devoted to the social and psychological theories upon which the field has sustained itself.

In summary, teachers, students, and the general public now have at their disposal an essential textbook that is an accessible and insightful teaching tool for understanding themselves as political subjects. Never before have so many perspectives and elements of reflection been gathered as systematically as they are in this textbook. The book reflects the complexity of the material, the persistent issues of the people's competence and political relevance, as well as the vital importance of this area of investigation for the future of our democracies.

[V́ctor Sampedro Blanco](#)

Associate Professor of Public Opinion
University of Salamanca, Spain

Opinión Pública Fundamental

In English

Glynn, Carroll J., Susan Herbst, Garrett J. O'Keefe, y Robert Y. Shapiro. *Public Opinion*. Boulder, Colo.: Westview Press, 1999. 496 pág., 6 x 9. \$75 (tela), ISBN 0-8133-2916-7; \$35 (papel), ISBN 0-8133-2917-5.

La opinión pública, como fundamento del poder democrático, no pertenece a nadie en exclusiva. La voz del pueblo no debiera ser monopolio de ningún grupo en las sociedades democráticas, tampoco en la Academia. Por eso ha sido un enorme acierto pedagógico que se reuniesen académicos de distintos campos para elaborar este libro de texto.

Conscientes de las limitaciones de la mayoría de manuales anteriores, los autores reúnen sus esfuerzos y analizan con rigor la opinión ciudadana desde la ciencia política, la comunicación de masas y el periodismo. Las facetas abordadas sobre la opinión pública son muchas y ofrecen una visión de conjunto bastante completa. Más importante aún, los contenidos abarcan desde las perspectivas macro-históricas hasta la micro-psicología política. Las completas revisiones teóricas se acompañan de ejemplos históricos y casos de estudio próximos a la audiencia.

En la primera parte del libro se desarrollan el concepto, la historia y las metodologías de la opinión pública. Resulta muy sugestiva la propuesta al lector de que también adopte una perspectiva interdisciplinaria, no reduccionista ni dogmática. Sin embargo, el resto del libro revela que los investigadores se han centrado (siguen centrados) en analizar la opinión pública que se expresa en las urnas y a través de encuestas. Esto deja al margen el amplísimo repertorio de expresiones políticas no convencionales (por ejemplo, nuevos movimientos sociales) y otros procesos de deliberación colectiva que apenas son recogidos por los "profesionales de la opinión pública": políticos, media people y encuestadores.

La segunda parte del libro se ocupa de las teorías psicológicas y sociológicas de la opinión pública. La psicología social, en su orientación cognitiva y política, ocupa la mayor parte de estas páginas. El recorrido histórico es completo, ya que incluye aproximaciones novedosas a los procesos de formación de la opinión pública e incorpora el debate sobre el grado de respuesta (responsiveness) de los políticos profesionales a los votantes norteamericanos. Sin embargo, se echa en falta una revisión

de las teorías de los efectos sobre la opinión pública y que podría encuadrarse en las teorías sociales y humanas clásicas. Esta es la perspectiva adoptada en los manuales de algunos autores europeos como Dennis McQuail y Mauro Wolf y que encuadra las investigaciones actuales en unas pocas preguntas comunes a todas las ciencias sociales.

La última parte del libro reviste extraordinario interés para el público norteamericano. Discute sus capacidades y competencia política, la racionalidad de sus opiniones colectivas, su influencia en la tarea de gobierno y los efectos de las campañas electorales en los votantes. El epígrafe sobre medios de comunicación y, en concreto, "The effects of Mass Media on Public Opinion" realiza el enorme esfuerzo de resumir en pocas páginas la larga historia de esta area de investigación. Pero como apunté antes, quizás mereciese una atención mayor y más integrada en las teorías sociales y psicológicas en las que se ha ido apoyando.

En resumen, docentes, estudiantes y público en general disponen a partir de ahora de un texto fundamental, accesible y de gran calado pedagógico para entenderse a sí mismos como sujetos políticos. Nunca hasta ahora se habían recogido con tanta sistematicidad la pluralidad de perspectivas y elementos de reflexión que aporta este manual (textbook). El libro refleja la complejidad de la materia, la permanencia de las grandes cuestiones sobre las competencias y la relevancia políticas del pueblo, así como la importancia vital de esta área de investigación para el futuro de nuestras democracias.

[Víctor Sampedro Blanco](#)

Profesor Titular de Opinión Pública
Universidad de Salamanca, España

Books Received

W. Lance Bennett

News: The Politics of Illusion, 4th ed.

New York: [Longman](#), 2001. \$37.90 (paper), ISBN 0-8013-1921.

Like the previous three editions of *News: The Politics of Illusion*, the new edition describes the changing nature of the news and its relationship to American politics. Developments such as fragmentation of the news audience, emerging new technologies, increased audience targeting, growing negativity and cynicism in journalism, and the growing news reform movement are analyzed as important new components of news in its social and economic contexts. In addition, Bennett examines media corporation mergers, the effects of the 1996 Telecommunications Act, and differences in the use of the Internet and other news media.

[Kathleen Hall Jamieson](#)

Everything You Think You Know About Politics . . . And Why You're Wrong.

New York: [Basic Books](#), 2000. 287 pages. \$39.95 (cloth), ISBN 0-8138-2940-2; \$15 (paper), ISBN 0-465-03627-9.

As if in anticipation of the 2000 U.S. presidential election, Jamieson announces the news in her title. The book combines a variety of chapters, some only a page or two, some involving longer case studies, along with table and graphs, cartoons, and quotations from transcripts, to show how the common knowledge of political campaigns often gets things backwards. Jamieson begins with a quiz (with answers supplied on the next page) that will immediately get readers scratching their heads about the prevailing political wisdom.

Robert D. Putnam

Bowling Alone: The Collapse and Revival of American Community.

New York: [Simon & Schuster](#), 2000. \$26 (cloth) ISBN 0-684-83283-6.

Tocqueville noted the widespread associationism in nineteenth century America, and Weber witnessed the shift from religious sectarian affiliation to benevolent civic association at that century's end. A century later Putnam has now observed a shift, this time away from membership and participation in many sorts of voluntary groups. He points to television as one of several factors leading toward privatization of once-public life.

Books Noted

Albarran, Alan B, and David H. Goff, Eds. *Understanding the Web: Social, Political, and Economic Dimensions of the Internet*. Ames, Iowa: [Iowa State University Press](#), 2000. 297 pages, 9.27 x 6.25 inches. \$29.95 (cloth), ISBN: 0-8138-2527-X.

Allen, Tim, and Jean Seaton, eds. *The Media of Conflict: War Reporting and Representations of Ethnic Violence*. New York: [Palgrave](#), 2000. \$65.00 (cloth), ISBN 1-85649-569-8; \$25.00 (paper), ISBN 1-85649-570-1.

Artz, Lee, and Bren Ortega Murphy. *Cultural Hegemony in the United States*. Thousand Oaks, Calif.: [Sage](#), 2000. 260 pages. \$59.95 (cloth), ISBN 0-8039-4502-7; \$25.95 (paper), ISBN 0-8039-4503-5.

Bass, G. Jonathan. *Stay the Hand of Vengeance: The Politics of War Crimes Tribunals*. Princeton, N. J.: [Princeton University Press](#), 2000. 416 pages, 8.44 x 6.40 inches. \$29.95. (cloth) ISBN 0-6910-4922-X.

Becker, Ted, and Christa Daryl Slaton. *The Future of Teledemocracy*. Westport, Conn.: [Greenwood Press](#), 2000. 248 pages. \$24.95 (paper), ISBN 0-275-97090-6.

Carruthers, Susan L. *The Media at War: Communication and Conflict in the Twentieth Century*. New York: [Palgrave](#), 2000. 320 pages. \$55.00 (cloth), ISBN 0-312-22800-7; \$21.95 (paper), ISBN 0-312-22801-5.

Cullen, Ronald B., and Donald P. Cushman. *Transitions to Competitive Government: Speed, Consensus, and Performance*. New York: [State University of New York Press](#), 2000. 248 pages. (paper), ISBN 0-275-97090-6.

Denton, Robert E. *Political Communication Ethics: An Oxymoron?* Westport, Conn.: [Praeger](#), 2000. 288 pages. \$19.95 (paper), ISBN 0-275-96483-3; \$69.50 (cloth), ISBN 0-275-96482.

Downing, John D.H. *Radical Media: Rebellious Communication and Social Movements*. Thousand Oaks, Calif.: [Sage](#), 2000. 376 pages. \$27.95, ISBN 0-8039-5699-1.

Dudziak, Mary L. *Cold War Civil Rights: Race and the Image of American Democracy*. Princeton, N.J.: [Princeton University Press](#), 2000. 352 pages, 20 halftones. \$29.95 (cloth), ISBN 0-6910-1661-5.

- Eksterowicz, Anthony J., and Robert N. Roberts. *Public Journalism and Political Knowledge*. Lanham, Md.: [Rowman & Littlefield](#), 2000. 368 pages. \$22.95.00 (paper),. ISBN 0-8476-9540-9. \$65.00 (cloth), ISBN 0-8476-9539-5.
- Entman, Robert M., and Andrew Rojecki. *The Black Image in the White Mind: Media and Race in America*. Chicago: [University of Chicago Press](#), 2000. 280 pages, 9.30 x 6.29. \$26 (cloth), ISBN 0-2262-1075-8.
- Freeman, Laurie. *Closing the Shop: Information Cartels and Japan's Mass Media*. Princeton: [Princeton University Press](#), 2000. 280 pages, 9.51 x 6.45 inches. \$39.50 (cloth), ISBN: 0-6910-5954-3.
- Jamieson, Kathleen Hall, and Karlyn Kohrs Campbell. *The Interplay of Influence: News, Advertising, Politics, and the Mass Media*, 5th ed. Belmont, Calif.: [Wadsworth](#), 2000. 382 pages. \$45.95 (paper), ISBN 0-534-53364-7.
- Johnston, Carla Brooks. *Screened Out: How the Media Control us and What We Can Do About It*. Armonk, N.Y.: [M.E. Sharpe](#), 2000. 232 pages. \$29.95 (cloth), ISBN 0-7656-0488-4.
- Margolis, Michael, and David Resnick. *Politics as Usual: The Cyberspace "Revolution."* Thousand Oaks, Calif.: [Sage](#), 2000. 256 pages. \$46.95 (cloth), ISBN 0-7619-1330-0; \$19.95 (paper), ISBN 0-7619-1331-9.
- Mittelman, James H. *The Globalization Syndrome: Transformation and Resistance*. Princeton, N.J.: [Princeton University Press](#), 2000. 272 pages, 6 x 9, 3 tables. \$17.95 (paper), ISBN 0-691-00988-0; \$49.50 (cloth), ISBN 0-691-00987-2.
- Moy, Patricia, and Michael Pfau. *With Malice Toward All? The Media and Public Confidence in Democratic Institutions*. Westport, Conn.: [Praeger](#), 2000. 240 pages. \$22.50 (paper), ISDN 0-275-96434-5; \$64.50 (cloth), ISDN 0-275-96433-7.
- Mughan, Anthony. *Media and the Presidentialization of Parliamentary Elections*. New York: [Palgrave](#), 2000. 208 pages. \$65.00 (cloth), ISBN 0-333-80018.
- Nacos, Brigitte L., Robert Y. Shapiro, and Pierangelo Isernia, eds. *Decisionmaking in a Glass House: Mass Media, Public Opinion, and American and European Foreign Policy in the 21st Century*. Lanham, Md.: [Rowman & Littlefield](#), 2000. 368 pages. \$26.95 (paper), ISBN 0-8476-9827; \$79.00 (cloth), ISBN 0-8476-9826-2.
- Rojecki, Andrew. *Silencing the Opposition : Antinuclear Movements and the Media in the Cold War*. History of Communication. Urbana: [University of Illinois Press](#), 2000. 200 pages, 9.01 x 6.02. \$37.50 (cloth), ISBN 0-2520-2510-5; \$16.95 (paper), ISBN 0-2520-6824-6.
- Rose, Jonathan W. *Making Pictures in Our Heads: Government Advertising in Canada*. New York:

[Praeger](#), 2000. 250 pages. \$59.95 (cloth), ISBN 0-275-96842-1.

Scirato, Tony, and Susan Yell. *Communication and Culture: An Introduction*. Thousand Oaks, Calif.: [Sage](#), 2000. 280 pages. \$26.99 (paper), ISBN 0-7619-6827.

Singer, Dorothy, and Jerome L. Singer, eds. *Handbook of Children and the Media*. Thousand Oaks, Calif.: [Sage](#), 2000. 800 pages. \$99.95 (cloth), ISBN 0-761-91954-6.

Sparks, Colin, and John Tulloch. *Tabloid Tales: Global Debates over Media Standards*. Lanham, Md.: [Rowman & Littlefield](#), 2000. 336 pages. \$69.00 (cloth), ISBN 0-8476-9571-9; \$24.95 (paper), ISBN 0-8476-9572-7.

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Grants

Shorenstein Resident Fellowships

The Joan Shorenstein Center on the Press, Politics, and Public Policy, Kennedy School of Government, Harvard University, welcomes applications from established journalists, scholars, and policymakers interested in the relationship between press, politics, and public policy. The one-semester resident fellowship provides a \$15,000 stipend to support research and writing. Major topics of interest are American campaigns and elections, the Internet and new media, journalism and public policy, international news and foreign policy, and issues involving race, gender, and the press. Deadline for application: February 1, 2001. For more information and an application visit the [Shorenstein Center](#) Web site or write to [Edith Holway](#).

Markle Funds Public Engagement

The Markle Foundation has announced a program, Public Engagement through Interactive Technologies, to encourage "the use of communications technology to help people actively pursue knowledge and participate in democratic society." The program supports research, applications, and experimentation to improve participation in elections, empower people's influence on public matters, and create new models of news or information services to serve needs and interests not otherwise met in the market.

To use new media to provide better information for people and encourage participation by those alienated from the political process, the project has initiated Web White & Blue, to make reliable information accessible to many audiences. Markle invites proposals to complement this effort to encourage people to become engaged in the electoral process, but does not fund individual web sites.

For more information, visit the [Markle Foundation](#) Web site.

Pew Trusts & Democratic Life

The Pew Charitable Trusts, through its Public Policy Program, has an ongoing initiative titled, Strengthening Democratic Life in the United States. The initiative supports research (including dissertation research), as well as operating or general funding for related projects. The program director is [Michael X. Delli Carpini](#). Write to him at the Public Policy Program, 2005 Market Street, Suite 1700, Philadelphia, PA 19103-7017, or call (215) 575-4720, or fax 215.575.4939. More

information is available at the [Pew Trusts](#) Web site, including downloadable [e-forms](#).

Other Funding Programs

The Charles Stewart Mott Foundation has organized a Civil Society Program, which funds research or dissertation, provision of training programs, and operating or general support. Write to the Civil Society Program, 1200 Mott Foundation Building, Flint, MI 48502-1851, call (810) 238-5651, fax 810.766.1753, send [e-mail](#), or view the [Mott Foundation](#) Web site, where [e-forms](#) are available.

The John and Mary R. Markle Foundation also provides research or dissertation to scholars with the doctorate or professionals with equivalent experience. Funding is available to U.S. citizens, permanent residents, and non-citizens. Write to [Susan Sigel](#), Grants Manager, 10 Rockefeller Plaza, Floor 16, New York, NY 10020, call (212) 713-7619, fax 212.765.9690, send e-mail, or consult the [Markle Foundation](#) Web Site.

The Johnson Foundation Wingspread Conferences program supports seminar or conference or travel for professionals (with a doctorate or equivalent), as well as graduate and undergraduate students. U. S. citizenship is not required. Write to Barbara J. Schmidt, Program Secretary, P.O. Box 547, Racine, WI 53401-0547, call (262) 681-3343, fax 262.681.3325, or visit the [Johnson Foundation](#) Web site, where [e-forms](#) are also available.

The [CBS Foundation](#) provides operating or general support. Write to Helene Blieberg, 51 West 52nd Street, New York, NY 10029, call (212) 975-3773, fax 212.975.3515, or send e-mail.

This issue of *Political Communication Report* comes out as members of the section and others interested are submitting paper and panel proposals for the the upcoming APSA convention in San Francisco. Information about the conference is available on line at the [APSA](#) Web site. There are several upcoming deadlines for [grants](#) in this issue, as well as the usual slate of upcoming [calls for papers](#) and meetings.

The [commentary](#) page continues our discussion about citizen engagement. Mauro Porto, of the University of California at San Diego, points to an important gap in the approaches to research on the question of public knowledge and participation.

The book section opens with a full review by Víctor Sampedro of the University of Salamanca in Spain, of the book, [Public Opinion](#), by Carroll J. Glynn of Ohio State, Susan Herbst of Northwestern, Garrett J. O'Keefe at Wisconsin – Madison, and Robert Y. Shapiro at Columbia. The review is available in [Spanish](#) as well as English.

The controversies surrounding the U.S. presidential election results provide an ideal moment for considering the role of communication, especially television news, in sustaining public interest and shifting the debate over the course of the weeks following November 7. Please submit your thoughts and comments for the next issue of *Political Communication Report*.

The joint APSA/ICA Political Communication newsletter, *Political Communication Report*, is published exclusively on line. Send your comments, reviews, feature articles, and notes about accomplishments, calls for papers, and meeting announcements for inclusion in the next issue by February 15, 2001.

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