

Comunicando la comunicación política (Spanish Edition)

Federico Zia



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El texto se presenta como una introducción a las temáticas inherentes la comunicación política, nacida por la interacción entre el sistema político, el sistema de los medios de comunicación y el ciudadano-elector. En el específico son analizados los actores, los modelos, los efectos, el lenguaje, el marketing político, la información electoral y los flujos de la comunicación política sin omitir las principales etapas de la investigación y la teoría sobre el argumento

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