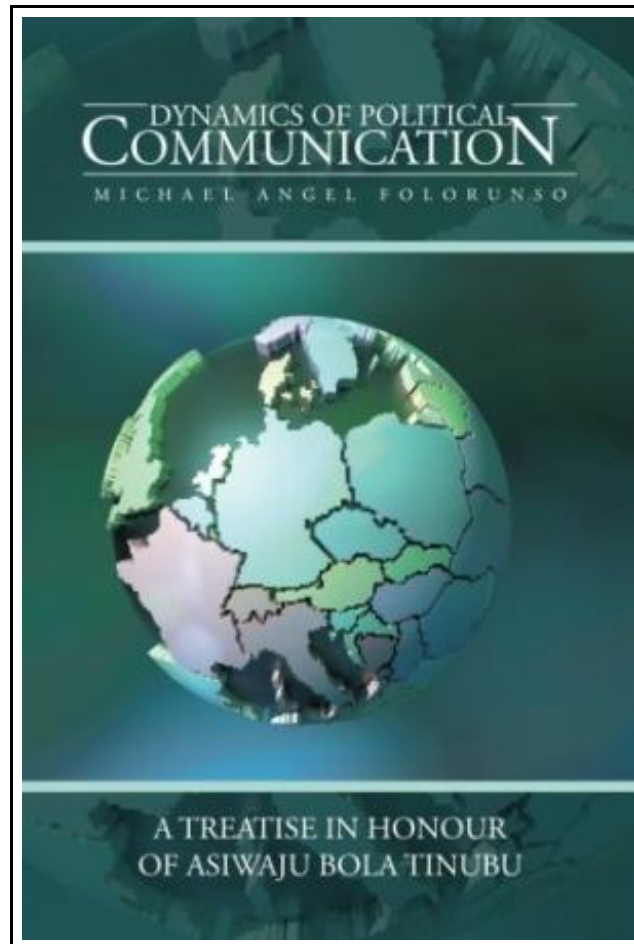


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AUTHORHOUSE, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Effective political communication involves diligent identification of problems on the one hand and proffering solutions on the other using popular images to affect decision making, sharing, and acting. This book is aimed at making readers politicians, students, policy makers, political activists, social actors, and researchers to understand the fact that political communication is not value-free. It shows the ways and means of generating media literacy as well as power literacy. Political communication is a multidisciplinary subject required to elevate and polish language, politically crafted to enable target audience give diverse interpretations to the message conveyed by the source. The book shows also the dissensual value-choosing relationships between politics, communication, rhetorical tropes, and social media. The primary strength of Folorunso s book resides in its rhetorical emphasis particularly in regard to the uses of images, campaigns, drama, and social media in politics, as essential skills needed in a democratic community consciously driven by charismatic and/or transformational leadership (Rhetoric Society of Africa).

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