

Political Communication in Context: A Genre-Based Approach

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Research on genres in political communication has been under scrutiny during the last few decades. The papers collected in the reviewed volume present a collection of the existing theories and approaches to the modern research tradition on political communication. They cover both theory-And data-driven studies, which vary in their material from the traditional official documents to the recent ones such as blogs and web ads. All in all, the volume demonstrates a broad range of interests and conducted research, and the vast scope of investigations, which fill in the gap that existed in the field. © 2015 koninklijke brill nv, leiden.

critical discourse analysis

data-driven approach

genre analysis

political communication

theory-driven approach