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CONTACT:
Mary Kay Jezzini
SAGE Publicist
212-352-1404
publicity@sagepub.com

**POLITICAL COMMUNICATION TEXTBOOKS FROM SAGE EXPLORE
2008 ELECTION-RELEVANT TOPICS
SAGE AUTHORS HIT THE 2008 CAMPAIGN TRAIL TO PROMOTE NEW BOOKS**

Los Angeles, London, New Delhi, and Singapore (February 14, 2008) – Earlier generations learned their politics from the “talking heads” on TV and then discussed their opinions around the water cooler. How does the current generation share their political opinions and how do professors tap into that new process? SAGE has published two new political communication textbooks to help address that change.

Political Communication and Deliberation by John Gastil and *Political Communication in American Campaigns* by Joseph Tuman have been published just in time for lively discussions about the 2008 Presidential elections and both appeal to an audience where non-traditional media has become standard. The texts cover an array of political communication topics, including alternative methods of communication such as Blogs, social networking sites like My Space, and interactive media outlets such as YouTube.

“I want to give readers a sense of how politics really work, but I also want them to imagine what the alternatives might look like,” commented *Political Communication and Deliberation* author John Gastil, Communications Professor at The University of Washington. “What different ways could we talk politics with our friends? How else might we use the media to become better informed – or make our own voices heard? How might citizens and governments work together more effectively?”

Tuman’s *Political Communication in American Campaigns*, provides a comprehensive, clear, and accessible treatment of American campaign rhetoric, arguing that modern elections are not really about contests between candidates or political parties; but are more about the competing message each player in the political process must present to reach and persuade voters.

Both of these SAGE authors have been actively promoting their books at college campuses, conventions nationwide and in media interviews. Tuman serves as a political analyst for TV and newspapers, while Gastil speaks at conferences and in interviews about the election process. Other election-relevant SAGE texts include: *Women, Politics, and Power: A Global Perspective* (2007) by Pamela Paxton and Melanie H. Hughes published by Pine Forge Press, *Media Literacy, 4th Edition* (2008) by W. James Potter, and *The Fundamentals of Small Group Communication* (2008) by Scott Meyers and Carolyn M. Anderson.

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