

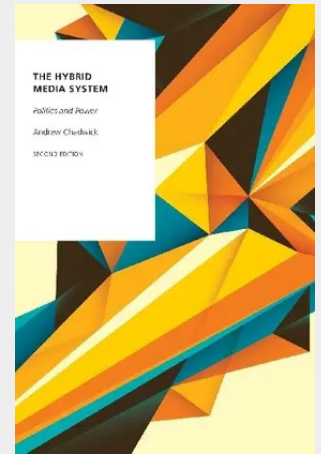
Chadwick

Hybrid Media System

Politics and Power

New communication technologies have reshaped media and politics. But who are the new power players? The Hybrid Media System is a sweeping new theory of how political communication now works. Politics is increasingly defined by organizations, groups, and individuals who are best able to blend older and newer media logics, in what Andrew Chadwick terms a hybrid system. Power is wielded by those who create, tap, and steer information flows to suit their goals and in ways that modify, enable, and disable the power of others, across and between a range of older and newer media. By examining this system in flow, Chadwick reveals its complex balance of power. From American presidential campaigns to WikiLeaks, from live prime ministerial debates to hotly-contested political scandals, from the daily practices of journalists, campaign workers, and bloggers to the struggles of new activist organizations, the clash of media logics causes chaos and disintegration but also surprising new patterns of order and integration. With a new preface and chapter, the fully updated second edition applies the conceptual framework of the hybrid system to the 2016 U.S. presidential election and the rise of Donald Trump, illustrating the ways individuals blend new and old media systems to obtain political power.

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