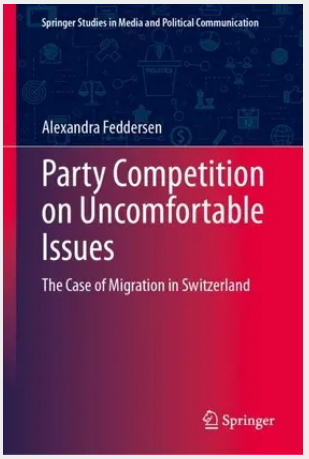
Feddersen

Party Competition on Uncomfortable Issues

The Case of Migration in Switzerland



Against today's escalating global crises, political parties are increasingly pushed to address complex issues, especially those they'd rather avoid. This book analyzes how political parties communicate about controversial topics like migration in Western democracies. Integrating insights from diverse literature on party competition and political communication, this book offers an original theoretical framework to examine how parties handle issues not typically associated with them. Focusing on more than a decade of party communication on migration in Switzerland, the book shows how rivals, public opinion, and contextual factors like immigration rates influence party strategies. Using a unique dataset of political parties' press releases and interviews with party officials, the book demonstrates that parties compete on salience, position, and framing of uncomfortable issues. It provides valuable insights into the complexities of party competition and communication strategies and appeals to scholars, students, and researchers of political and communication science in general, and political communication, electoral studies, and media studies in particular, as well as practitioners seeking a better understanding of the communication of political parties in Western democracies.

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128,39 €
119,99 € (zzgl. MwSt.)

vorbestellbar, Erscheinungstermin ca. Dezember 2026

Artikelnummer: 9783032425164
Medium: Buch
ISBN: 978-3-032-42516-4
Verlag: Springer
Erscheinungstermin: 12.12.2026
Sprache(n): Englisch
Auflage: Erscheinungsjahr 2026
Serie: Springer Studies in Media and Political Communication
Produktform: Gebunden
Seiten: 164
Format (B x H): 155 x 235 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)