



## Political paradigms and communication science in political communication a review

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### ABSTRACT

*This article articulates a review of the foundational concepts and evolving paradigms within the field of political communications, emphasizing the integration of communication sciences. Utilizing a qualitative approach through a literature review technique, the study explores the intersection of political paradigms and communication theories, offering insights into how these disciplines have shaped contemporary political communication practices. The review begins by outlining the basic concepts of political communications, tracing its historical development and highlighting key theoretical frameworks that have influenced its evolution. It then delves into various political paradigms, examining how these ideological frameworks impact communication strategies and public discourse. The article further investigates the role of communication sciences in enhancing the effectiveness of political communications, discussing the integration of media studies, rhetoric, and information theory. By synthesizing existing literature, the study identifies gaps in the current understanding and recommends areas for research in the future. This review contributes to the academic discourse by providing a nuanced understanding of how political and communication sciences paradigms converge to influence political messaging and public engagement. The findings underscore the importance of interdisciplinary approaches in advancing the study of political communications, offering valuable perspectives for scholars and practitioners alike.*

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### 1. Introduction

Political communication is a field of study that combines two different disciplines: politics and communication. Political communication can be defined as the process of message exchange that occurs in the political realm, involving political actors, the media, and the general public. This process not only includes the dissemination of information, but also involves the formation of public opinion and influence on people's political behaviour (Blumler, 2015; Sobur, 2000). Along with the development of technology and digital media, political communication has undergone a significant transformation.

Social media, for example, has become an important tool in political communication, allowing politicians to interact directly with their voters. This creates new dynamics in political communication, including challenges such as polarisation and the spread of misinformation

(Alayya, 2022; Pugu, Triolita, & Yusuf, 2024). The political paradigm in political communication refers to the framework or perspective used to understand how political communication functions in a particular social and political context. It encompasses a range of theories and approaches, from media effects theory to mediatization, which emphasises the role of media in shaping political processes (Blumler, 2015).

Communication science plays an important role in political communication by providing tools and methods to analyse and understand this complex communication process. By integrating communication theory into the study of political communication, researchers can explore how political messages are delivered and received by the public, as well as how the media influence political perceptions and actions (Slamet, 2011; Soukup, 2014). This article will review the basic concepts and development of political communication, and explore how political paradigms influence political communication. It will also discuss the integration of communication science in political communication with a focus on how communication approaches can enrich the understanding of the political process (Slamet, 2011; Sobur, 2000).

Political communication does not only have a function as a tool for delivering political messages, but also as a mechanism for building political identity and mobilising support. Political communication can be seen as a dynamic process that is always evolving influenced by social, cultural and technological changes (Blumler, 2015; Soukup, 2014). One of the main challenges in political communication is to ensure that the messages that are disseminated can be understood and received appropriately in diverse audiences.

This requires a deep understanding of the audience and communication context, as well as the use of effective communication strategies (Pugu et al., 2024; Slamet, 2011). In today's digital age, political communication is increasingly complex with the emergence of new media that offer new opportunities and challenges (Lipschultz, 2022; Methi, 2014). Digital media allow for faster and wider dissemination of information, but also pose risks such as disinformation and information manipulation (Alayya, 2022; Pugu et al., 2024).

## **2. Method**

This study leverages a qualitative approach through the use of literature review to provide a comprehensive overview of the topic under study by collecting and analysing articles from various sources. This method allows researchers to identify trends, gaps, and potential areas of further research in political communication (Alayya, 2022; Pugu et al., 2024; Snelson, 2016).

## **3. Analysis and Results**

Political communication is a discipline that combines two major disciplines: political science and communication science (Subekti, Mutiarin, & Nurmandi, 2023). As a scientific discipline, political communication plays an important role in modern political dynamics, especially in this digital era (Alperin et al., 2018). With the development of information technology, political communication has undergone a significant transformation and expanded its scope from traditional media to more dynamic and interactive digital media. Through political communication, political messages can be effectively delivered to audiences, shape public opinion, and influence the outcome of the political process itself (Karlsson & Åström, 2018)..

### **3.1 Definition of Political Communication**

Political communication can be defined as the process of disseminating information, messages, and political ideas between political actors (such as governments, political parties, and interest groups) and the wider community. In this context, political communication is not just a means of delivering messages, but also a means of building legitimacy, influencing public opinion, and mobilising political support. Political communication is a process in which political information is conveyed and exchanged through various media to influence people's political attitudes and behaviour (Norris, 2021). Political communication covers various aspects, including political rhetoric, the use of symbols, and communication strategies designed to

achieve specific political goals. In the digital era, political communication has become more complex with social media facilitating multi-directional interactions between politicians and the public (Molony, 2015).

One important aspect of political communication is the difference between political communication and other forms of communication. Political communication has the specific goal of influencing public opinion and directing political outcomes. Unlike marketing communication that focuses on selling products or services, political communication is aimed at developing a positive political image and gaining public support (Salimi, Tavasoli, Gilani, Jouyandeh, & Sadjadi, 2019). In addition, political communication is also different from mass communication where political communication is more focused on specific political issues and involves political actors as message senders.

### **3.2 Development of Political Communication**

The development of political communication can be traced back to the past where rhetoric and propaganda have long been used as tools to achieve political goals. In ancient times political communication was done through public speeches, letters, and handwriting. As time progressed political communication underwent drastic changes with the advent of print media, radio, television, and finally the internet. One of the pivotal moments in the history of political communication was Franklin D. Roosevelt's use of radio during the Great Depression in the United States where Roosevelt used radio speeches to speak directly to the American people a strategy known as 'Fireside Chats' (Katz, 2020).

The development of media technology has brought political communication to a more complex and efficient level. In the 20th century television became the dominant political communication tool where political campaigns and candidate debates were broadcast widely allowing the public to see and hear politicians directly. With the advent of the internet political communication has transformed significantly. Social media, blogs and official websites became the main platforms for politicians to communicate with their respective constituents. This change has not only affected the way political messages are delivered, but also how people respond to and participate in the political process. In this case, political communication is no longer one-way, but becomes interactive, allowing people to give feedback and participate in political discourse in real-time.

### **3.3 Basic Theories in Political Communication**

Theories in political communication provide an essential conceptual foundation in gaining an understanding of how political messages are disseminated and received by the public. One of the most recognisable theories is propaganda theory, originally developed during World War I as a way to influence public opinion through tightly controlled and selected information. Propaganda theory focuses on the use of certain symbols and narratives to build certain perceptions in society. Propaganda is an organised attempt to influence the thoughts and actions of others through the manipulation of symbols and the control of information (Jowett & O'Donnell, 2022).

In addition to propaganda theory, agenda-setting and framing theories also play an important role in political communication. Agenda-setting theory states that the media has the ability to influence what issues are considered important by the public, while framing theory focuses on how these issues are framed or presented to the public. Both theories suggest that the media not only reports facts, but also shapes the way people perceive political issues. In the digital age, these theories are becoming increasingly relevant as politicians and the media compete to control narratives and public perceptions through various communication platforms.

### **3.4 The Role of Media in Political Communication**

The media has a vital role in political communication and serves as a bridge between politicians and the public. In this context, the media acts as a gatekeeper of political information by selecting and disseminating information that is considered relevant to be conveyed to the

public. In other words, the media has the power to set the political agenda by determining what issues get public attention. The media is a central actor in political communication because it not only disseminates political information but also shapes the way political issues are perceived by the public (Strömbäck, 2021).

In the era of traditional media such as newspapers, radio, and television, political communication tends to be one-way, where information flows from politicians to the public through the media. However, with the emergence of new media such as the internet and social media, political communication has become more interactive and decentralised. Politicians are now able to communicate directly with voters through platforms such as X and Facebook that allow messages to be conveyed without having to go through traditional media filters. New media also allows people to be more actively involved in the political process by providing a platform to voice opinions and criticise political policies directly.

### **3.5 Political Communication in the Digital Age**

Political communication in the digital era has opened up new opportunities for politicians to interact with constituents more directly and personally. One prominent example is the use of social media in political campaigns where politicians can send real-time messages and interact with voters without intermediaries. For example, the US presidential campaign in 2020 showed how social media became a key tool for candidates to communicate with the public, disseminate campaign messages, and garner support. Social media has changed the landscape of political communication by giving politicians the ability to reach voters in a more personalised and direct way (Kreiss, 2020).

However, the digital era also presents new challenges such as the spread of false information or hoaxes that can damage the integrity of the political process. Politicians and the public must now be more critical in assessing information circulating on digital media given how easily false information is spread and accepted as truth. Nonetheless, political communication in the digital age remains a significant development in the way politics is conducted, allowing for greater public engagement and more effective communication between politicians and voters.

### **3.6 Political paradigm in political communication**

The political paradigm is a theoretical framework that shapes the way of looking at political dynamics, both in terms of power, political behaviour, and the role of institutions. In the context of political communication, this paradigm plays an important role in shaping the way political messages are delivered, perceived and received by the public. In the era of globalisation and media development, this political paradigm is increasingly complex, covering a variety of approaches ranging from classical, structural, behavioural, to institutional. An understanding of this paradigm is important to analyse how political communication is constructed and carried out in various political contexts, as well as how it influences public opinion and the political process as a whole.

### **3.7 Classical Approach in Political Science**

The classical approach in political science often refers to concepts that developed from the time of the ancient Greek philosophers to modern theories of power and governance. This approach provides a strong basic framework in understanding the relationship between power and political communication. One of the most widely discussed theories is Max Weber's theory of power, which emphasises aspects of authority and legitimacy in political relations.

Weber's theory of power emphasises that authority is not only about physical domination, but also about legitimacy and social recognition. In the context of political communication, this legitimacy is reflected in the way political messages are constructed and delivered by political actors to the public. Weber states that legitimate authority is a form of power that is recognised and accepted by society as legitimate (Weber, 2020). Thus, legitimate political authority allows political communication to run effectively because the messages issued by the authority are more easily understood and internalised by the community.

This classical approach also includes analyses of the form of government and how it affects political communication patterns. In democratic governments, for example, political communication tends to be more open and interactive, while in authoritarian governments political communication is more controlled and restricted. This analysis helps to understand the dynamics of political communication in various political systems and provides insight into how the structure of government can affect the way political messages are conveyed. This classic approach is also relevant in the current context of globalisation where traditional models of governance are often faced with new challenges from technological developments and social change. Political communication in this context becomes increasingly complex with political actors having to navigate between maintaining traditional authority and adjusting to the demands of modern times.

### **3.8 Structural Approach to Politics**

The structural approach in political science refers to the analysis of how social, economic and political structures shape political communication behaviour and patterns. It emphasises the relationship between social class, ideology and power, and how these factors influence political and communication processes. One important aspect of the structural approach is the analysis of social class. Social class is often considered a decisive factor in politics, influencing political preferences, voting patterns and the way political communication is received by different groups in society. In this context, political consciousness is a reflection of interests. This highlights how class interests shape political views and influence political communication (Marx, 2021).

The structural approach involves analysing ideology as a social structure that influences political perspectives and interactions. Ideology is often used by political actors to shape political narratives and influence public opinion. In this case, political communication functions as a tool to strengthen or challenge the dominant ideology depending on the political context and the goals to be achieved. The structural approach also considers the influence of political and economic institutions on political communication. These institutions such as political parties, media, and government agencies play a key role in determining how political messages are constructed and delivered and also serve as the main channel for political communication that can strengthen or weaken existing power structures.

### **3.9 Behavioral Approach in Political Science**

The behavioural approach in political science emphasises the study of individual and group political behaviour and how this behaviour is influenced by political communication. This approach emerged as a response to traditional approaches that focus more on institutions and structures with the aim of understanding political dynamics from an individual perspective. The study of voter behaviour is one of the main aspects of the behavioural approach which focuses on how voters make their respective political decisions including factors that influence choices such as political beliefs, ideological orientation, and media exposure. In this context the behavioural approach emphasises the importance of political communication in shaping political perceptions and preferences. Voters' decisions are largely influenced by opinions disseminated through their respective social communication networks (Lazarsfeld, Berelson, & Gaudet, 2023). This shows that interpersonal communication plays an important role in shaping individual political decisions.

The behavioural approach also involves the use of surveys and polls to measure public opinion and political behaviour. These tools allow researchers to collect empirical data on political attitudes and voter trends that can be used to build increasingly effective political communication strategies. Political communication is not only seen as a process of delivering messages, but also as a tool to influence and direct political behaviour. In addition, the behavioural approach pays attention to group dynamics in politics such as how interest groups and political parties influence individual political behaviour. In this context, political communication functions as a means of building group solidarity and mobilising political support.

### **3.10 Institutional Approach in Political Science**

The behavioural approach also involves the use of surveys and polls to measure public opinion and political behaviour. These tools allow researchers to collect empirical data on political attitudes and voter trends that can be used to build increasingly effective political communication strategies. Political communication is not only seen as a process of delivering messages, but also as a tool to influence and direct political behaviour. In addition, the behavioural approach pays attention to group dynamics in politics such as how interest groups and political parties influence individual political behaviour. In this context, political communication functions as a means of building group solidarity and mobilising political support.

The institutional approach also includes analyses of how institutional changes affect political communication. Political reforms that overhaul institutional structures have a significant impact on the way political messages are issued and received by the public. In this context, political communication serves as a tool to navigate institutional change and steer public opinion in the desired direction. This approach considers the role of political parties and bureaucracy in political communication. Political parties serve as the main channel for political communication in democratic systems, drafting political platforms and communicating to voters. The bureaucracy has an important role in implementing political policies and communicating these policies to the public.

### **3.11 The Effect of Globalization on Political Paradigms**

Globalisation has brought significant changes in the dynamics of politics and political communication around the world. The process of globalisation creates new challenges for traditional political paradigms and demands adjustments in political communication approaches. One of the main impacts of globalisation is the increased interdependence between countries which affects political communication at the global level. Political communication is no longer limited to the national sphere, but also involves international actors such as international organisations, multinational corporations, and global media. Globalisation has changed the way we understand politics by expanding the scope of political communication beyond national borders (Castells, 2024). This shows that globalisation has changed the political paradigm by bringing international actors and issues into the political communication process.

Globalisation has also driven the development of communication technologies that allow political messages to be disseminated more quickly and widely. Social media has become an important tool in global political communication and allows politicians and activists to reach international audiences. In this context, political communication has become more dynamic and decentralised with various actors having the ability to influence public opinion globally. Globalisation has introduced new issues to the political agenda such as climate change, migration and international trade. These issues require different political communication approaches that are able to reach diverse audiences and respond to complex global dynamics. Political paradigms must thus be adjusted to accommodate new realities with political communication serving as a tool to build global consensus and address cross-border challenges.

### **3.12 Integration of communication science in political communication**

Political communication is the main bridge that connects policy makers with the public. In this digital era, the importance of communication science in politics cannot be ignored. Communication science is not only a tool to convey messages, but also influences how political messages are formed, perceived, and received by the public.

### **3.13 The Role of Communication Science in Politics**

Ilmu komunikasi berperan sangatlah krusial dalam politik terutama dalam mengatur how political messages are delivered to different audiences. Communication science provides a framework for understanding communication behaviour, mass psychology, and effective persuasion techniques. Good political communication should be able to combine these elements

to achieve specific political goals such as winning an election or gaining public support for a policy.

In the context of politics, science communication helps politicians and political parties understand how to build a strong narrative, create a desirable image, and manage public opinion. Effective communication can increase public trust and influence election outcomes. The use of communication strategies tailored to local cultures can increase the effectiveness of political campaigns in ethnically diverse regions. 'Communication science allows politicians to tailor messages to target audiences which increases the chances of success in political campaigns. It also plays a role in understanding power dynamics and how power is affected by communication interactions. Through communication analysis, political scientists can identify the patterns that dominate political discourse and how it is used to shape public opinion. For example, agenda-setting theory shows how the media can influence the topics that the public considers important. In politics, mastery of communication science provides a strategic advantage, especially in terms of controlling the narrative and influencing public perception of ongoing political issues.

Communication science in politics is also important in creating credible and trustworthy messages. Credibility is key in politics because without credibility political messages tend to be ineffective or even counterproductive. Politicians who are able to demonstrate expertise and honesty through communication tend to be more valued by voters. This shows how important communication science is in building and maintaining political credibility (Johnson, 2023). Thus the role of communication science in politics is crucial for success in various aspects of politics including campaigns, image management, and policy communication. Through a deep understanding of communication science, politicians can be more effective in delivering messages, building relationships with audiences, and influencing political outcomes.

### **3.14 Political Communication Strategy**

A political communication strategy is a key element in any successful political campaign. It involves careful planning of how political messages will be delivered, to whom they will be addressed, and through what media they will be disseminated. In this digital age political communication strategies are increasingly complex as politicians must navigate various media platforms both traditional and digital, to reach their respective audiences.

One important aspect of political communication strategy is audience segmentation. Audience segmentation allows politicians to target messages more effectively by considering audience demographics, psychographics and behaviour. Well-done audience segmentation can increase audience engagement levels and strengthen political support. With the right audience segmentation politicians can deliver messages that are relevant and attractive to each group, increasing the chances of campaign success (Thompson, 2021).

Political communication strategies involve the effective use of rhetoric and narrative. A strong political narrative can shape political identity and differentiate a politician or political party from others. A consistent and cohesive narrative is important in building a strong political image. A carefully designed political narrative can be an effective means of creating a distinct political identity and increasing political appeal among voters. In political communication strategies, the media also plays an important role as a channel for spreading messages. Social media in particular has become a highly influential tool in modern political campaigns. With social media, politicians can communicate directly with voters, build a community of supporters, and respond quickly to emerging issues. Successful digital campaigns during elections are often based on innovative and effective social media strategies.

However, the use of social media for political communication also brings its own problems, such as the risk of spreading false information or hoaxes. Political communications strategies must therefore include mechanisms to manage these risks including fact verification and tighter content monitoring. Effective information risk management can help maintain the integrity of political campaigns and prevent the negative impact of hoaxes. Overall an effective political communication strategy is the result of careful planning, in-depth understanding of the

audience, and appropriate use of media. By implementing the right strategy, politicians can increase their chances of success in their campaigns and achieve their respective political goals.

### **3.15 Crisis Communication in Pol**

Crisis communication in politics is a very important aspect in managing crisis situations that can threaten a person's reputation or the continuity of their political career. Political crises can appear in various forms such as scandals, disasters, or policy failures, and how the crisis is managed through communication largely determines its impact.

In crisis communications speed and transparency are key. Rapid and open responses to crises are essential in maintaining public trust and minimizing negative impacts on political reputation (Evans, 2022). Politicians who can quickly identify the source of a crisis, communicate effectively with the public, and demonstrate strong leadership tend to be more successful in mitigating a crisis. Crisis management also involves the use of appropriate media. In the digital era, social media often becomes the main battlefield in political crises. Politicians therefore need to understand how to use social media effectively during a crisis to control the narrative and respond to criticism. Proactive use of social media during a crisis can help steer public opinion in a more positive direction. It is important to monitor social media in real-time to detect emerging issues and respond quickly.

It is important to realize that crisis communications does not end once the crisis subsides. Post-crisis recovery efforts including continued communication with the public are an important part of effective crisis management. Good recovery efforts can help repair damaged political reputations and even strengthen long-term public support. A well-planned post-crisis recovery can turn threats into opportunities to strengthen relationships with constituents. Thus, crisis communication in politics requires careful planning, fast execution, and sustainable recovery efforts. Effective management of crisis communications can be the difference between success and failure in a political career.

### **3.16 Political and Media Marketing**

Political marketing is an integral part of political communication in which various marketing techniques are used to promote ideas, candidates or political parties to voters. Political marketing utilizes commercial marketing principles to create a political brand that is attractive and relevant to the target audience. Political marketing involves a variety of elements including branding, advertising, and direct communication with voters. In this context the media plays an important role as the main channel for conveying political marketing messages. Effective use of media in political marketing can increase candidate visibility and strengthen campaign messages (Carter, 2021). Social media has become a powerful tool in modern political marketing and allows direct interaction between candidates and voters as well as providing a platform for viral campaigns.

However, political marketing is not just about promoting candidates or parties, it also involves managing public perceptions of political issues. Effective political marketing can help frame issues in a way that is favorable to the candidate or party, influencing public opinion and ultimately the outcome of the election. Framing policy issues in a context that is relevant to voters can significantly increase political support. Strategic framing can make complex issues easier to understand and closer to voters.

### **3.17 Ethics in Political Communication**

Ethics in political communication is a very critical topic, especially in modern political situations which are often filled with controversy and tension. Ethics in political communication covers various issues including honesty, transparency, and responsibility in conveying messages to the public. One of the main challenges in political communication ethics is how to manage information honestly and accurately without manipulating facts for political gain. Honesty in political communication shows that politicians who are known for their honesty and integrity tend to be more trusted by the public even in difficult situations (White, 2022).

Politicians who violate communication ethics are likely to face negative reactions that can damage their reputation in the long run.

Transparency is also an important aspect of ethics in political communication. Transparency means opening the political decision-making process to the public, providing clear and complete information regarding policies and actions taken. Transparency in political communication can increase public participation and strengthen democracy. When politicians are transparent in their communications it helps build greater trust with constituents. Responsibility in political communication also involves managing messages ethically, especially when dealing with sensitive or controversial issues. Politicians must be careful not to spread information that could incite hatred or violence. The use of hateful or inflammatory language in political communications can cause dangerous polarization and undermine social cohesion. Politicians have a moral responsibility to guard language and rhetoric so as not to divide society.

It is important for politicians to acknowledge and correct communication errors. This includes providing clarification or apology if misinformation or unethical communication occurs. Prompt acknowledgment of errors and corrective action can help mitigate negative impacts and restore public trust. Openness and responsibility in admitting mistakes is a sign of strength of character and can improve political reputation in the long term. Overall, ethics in political communication is an inseparable aspect of long-term success in politics. By applying ethical principles in communications politicians can not only build trust and credibility, but also contribute to a better quality of democracy.

#### **4. Conclusion**

Based on the literature review that has been carried out, it can be concluded that political communication is a complex and dynamic scientific discipline that is increasingly experiencing development in line with advances in technology and society. Political communication not only bridges political science and communication science, but also integrates various other scientific disciplines to understand the process of sending and receiving political messages in a broader social context. The political paradigm in political communication has experienced a significant evolution. From a traditional approach that focuses on the effects of mass media on voter behavior, the political paradigm in political communication has now developed into a more holistic one by considering the complex interactions between political actors, the media and the public in an increasingly digitally connected communication environment. The integration of communication science in the study of political communication has enriched understanding of how political messages are constructed, disseminated and interpreted. Communication theories such as agenda-setting, framing, and cultivation have provided valuable frameworks for analyzing the dynamics of contemporary political communication. The development of communication technology, especially social media and digital platforms, has fundamentally changed the landscape of political communication.

This has created new opportunities for citizen political engagement, but also posed new challenges such as the spread of disinformation or hoaxes and political polarization. The study also reveals the importance of understanding the cultural and social context in political communication. Cultural norms, power structures and social dynamics play an important role in shaping the way political messages are articulated and received by different segments of society. Ethics and social responsibility in political communication are emerging as important themes in contemporary literature. There is a growing need to develop an ethical framework that can guide the practice of political communication in the digital age especially given the potential negative impact of negative campaigning and disinformation on democratic processes. This study also shows that political communication can no longer be understood simply as a linear process from sender to receiver. The integration of communication science in political communication has broadened the scope of research methodologies used in this field.

From traditional content analysis to experimental methods and social network analysis, various methodological approaches have enriched the understanding of political

communication phenomena. Finally, this study confirms that political communication is an evolving field that requires continuous study to understand its complex dynamics in a rapidly changing global context. Based on these findings, some recommendations for future research can be put forward as follows: Continued research is needed in understanding the impact of new communication technologies such as artificial intelligence and virtual reality on political communication processes. Cross-cultural comparative studies on political communication can provide valuable insights into how cultural contexts shape political communication practices in different countries. Interdisciplinary research that combines perspectives from political science, communication, psychology and data science can provide a more comprehensive understanding of the dynamics of contemporary political communication. The development of new theoretical models that can explain the complexity of political communication in the digital era is necessary to enrich the understanding of this phenomenon. Longitudinal studies of the long-term effects of specific political communication strategies on people's political attitudes and behaviors can provide valuable insights for practitioners and policymakers. By continuing research in these areas, it is possible to better understand the important role of political communication in shaping the contemporary political landscape and develop strategies to promote ethical and effective political communication in a democratic society.

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