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Political Campaign Communication Examined in New Book

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DAYTON, Ohio, June 9, 1983 -- Judith S. Trent, professor of Communication Arts and faculty coordinator for sponsored research at the University of Dayton, and Robert Friedenberg, professor of Communication and Theatre at Miami University, have written a political communication textbook recently released by Praeger Publishers. The book, *Political Campaign Communication: Principles and Practices*, is a blend of the theoretical and pragmatic trends in contemporary political campaigns.

This is the first book-length examination written from the premise that political election campaigns are campaigns of communication. The book examines the changes that comprise the essence of the new politics, the decline in the influence of political parties, technological advancements, electoral financing legislation, and political action committees. The authors also discuss the role of the media in campaigns and the strategies of political women.

Trent, an Oxford resident, was a Rackham Prize Scholar at the University of Michigan where she received a Ph.D. in 1970 and has taught at the University of Dayton since 1971. While at U.D., Trent has taught classes in political communication, currently directs the graduate program in the Department of Communication Arts and is the faculty coordinator for sponsored research at the University of Dayton Research Institute. In 1982, she served as president of the Central States Speech Association, the nation's largest regional professional association of communication scholars and teachers.
The author of over 60 articles in scholarly journals and convention papers and 2 other books, Trent has recently been selected by the American Council on Education for a fellowship in academic administration for the 1983-84 academic year. She is married to Jimmie D. Trent, a professor in Miami's Communication and Theatre Department.