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By Robert E. Denton Jr., Gary C. Woodward

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Review
"A valuable and sophisticated study of the nature of political communication in advanced societies." -- *Choice*

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About the Author

ROBERT E. DENTON, JR. holds the W. Thomas Rice Chair of Leadership Studies and serves as Director of the Virginia Tech Corps of Leader Development at Virginia Polytechnic Institute and State University./e In addition to numerous articles and book chapters, he is author, co-author, or editor of eleven books. Recent works include *Studies in Media and the Gulf War* (Praeger, 1993), *The Clinton Presidency with Rachel Holloway* (Praeger, 1996), and *The 1996 Presidential Campaign* (Praeger, 1997). Professor Denton serves as associate editor of *Presidential Studies Quarterly* and as general editor for the Praeger Series in Political Communication and Presidential Studies.

GARY C. WOODWARD is a Professor in the Department of Communication Studies at the College of New Jersey. Professor Woodward is the author of *Persuasive Encounters* (Praeger, 1990), *Perspectives on American Political Media*, and co-author of *Persuasion and Influence in American Life*. In addition, he has published numerous articles and book chapters in the areas of communication and rhetorical theory.

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