

Simunjak / Šimunjak

Tweeting Brexit

Social Media and the Aftermath of the EU Referendum

Tweeting Brexit presents the most thorough examination of the role that the most political social network, Twitter, played in creating, negotiating, and challenging Brexit narratives during the process of UK's exiting of the European Union. Working with multiple methods, from digital media analysis to interviews, and a wide variety of data, the book offers scrutiny of Brexit-related tweets and discourses they promote and gives voice to key actors – UK citizens, political and media actors – to explain why and how they've used Twitter to talk about Brexit and with what outcomes. In doing so, the author engages with, and enhances, a range of theoretical discussions central to our understanding of the role of social media in politics, from permanent campaigning on social media to social media journalism. With a reach far beyond the central Brexit case study, the book discusses new trends and practices in political communication and contextualises them with references to empirical evidence. The book is key reading for all students and researchers in digital media and politics, digital methods, and related areas, as well as anyone interested in developing their understanding of the role that Twitter plays in political communications.



49,50 €

46,26 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781032037882

Medium: Buch

ISBN: 978-1-032-03788-2

Verlag: Taylor & Francis Ltd

Erscheinungstermin: 29.01.2024

Sprache(n): Englisch

Auflage: 1. Auflage 2024

Serie: Routledge Studies in Media, Communication, and Politics

Produktform: Kartoniert

Gewicht: 296 g

Seiten: 188

Format (B x H): 234 x 156 mm

