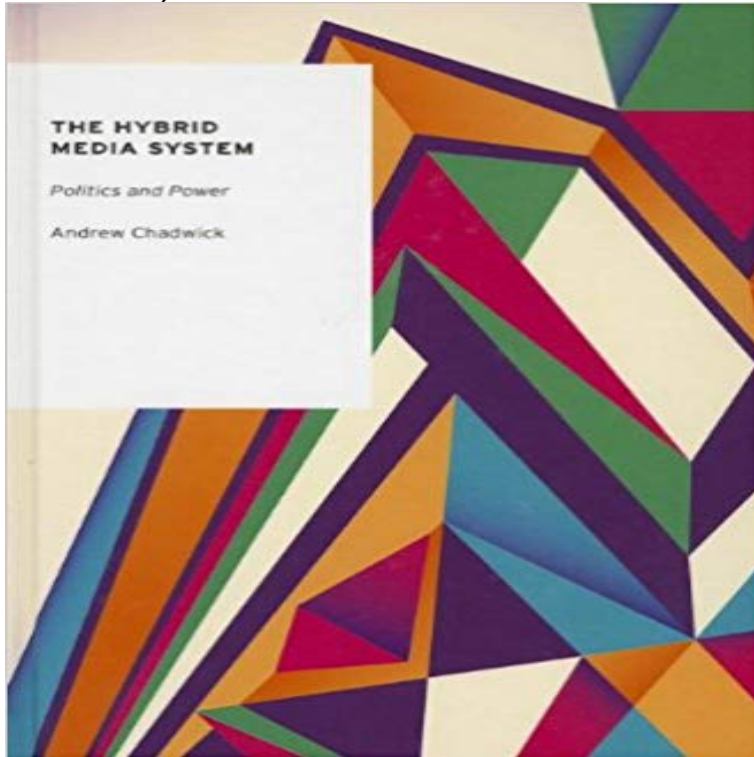


The Hybrid Media System: Politics and Power (Oxford Studies in Digital Politics)



The diffusion and rapid evolution of new communication technologies has reshaped media and politics. But who are the new power players? Written by a leading scholar in the field, *The Hybrid Media System* is a sweeping and compelling new theory of how political communication now works. Politics is increasingly defined by organizations, groups, and individuals who are best able to blend older and newer media logics, in what Andrew Chadwick terms a hybrid system. Power is wielded by those who create, tap, and steer information flows to suit their goals and in ways that modify, enable, and disable the power of others, across and between a range of older and newer media. Chadwick examines news making in all of its contemporary professional and amateur forms, parties and election campaigns, activist movements, and government communication. He presents compelling illustrations of the hybrid media system in flow, from American presidential campaigns to WikiLeaks, from live prime ministerial debates to hotly-contested political scandals, from the daily practices of journalists, campaign workers, and bloggers to the struggles of new activist organizations. This wide-ranging book maps the emerging balance of power between older and newer media technologies, genres, norms, behaviors, and organizational forms. Political communication has entered a new era. This book reveals how the clash of older and newer media logics causes chaos and disintegration but also surprising new patterns of order and integration.

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