

# MEDIA RELEASE

MUP Academic - showcasing the best of Australian academic research and writing.



PUBLICATION DATE: 30 Jan 2017

Level 1, 715 Swanston Street, Melbourne, VIC, Australia, 3053 :: +613 9035 3333 :: mup.com.au

## PUBLIC OPINION, CAMPAIGN POLITICS & MEDIA AUDIENCES NEW AUSTRALIAN PERSPECTIVES

EDITED BY  
BRIDGET GRIFFEN-FOLEY  
& SEAN SCALMER



RRP Hardback \$79.99  
RRP Paperback \$59.99  
RRP eBook \$16.99

Bridget Griffen-Foley and Sean Scalmer are available for interview from late January.

For more information please contact:

**Tessa Connelly** at MUP  
on 0434 626 779 or  
tessa.connelly@unimelb.edu.au

MUP Academic is an imprint of  
Melbourne University Publishing



## PUBLIC OPINION, CAMPAIGN POLITICS & MEDIA AUDIENCES

New Australian Perspectives

Edited by Bridget Griffen-Foley and Sean Scalmer

This timely book investigates the fascinating landscape of media-driven politics through the prisms of 'public opinion', political campaigning, and audiences.

From Indigenous voting rights and climate change to talkback radio and right-wing populism, *Public Opinion, Campaign Politics & Media Audiences* showcases new research in political science, history and media studies. Contributors scrutinise the relationship between polls, party policy and voting behaviour, and evaluate the roles of oratory and the media in electioneering and political communication across Australia, Britain and the United States.

The eight chapters are based on papers delivered at a symposium to honour Murray Goot FASSA, Emeritus Professor of Politics and International Relations, on his retirement from Macquarie University.

**Professor Bridget Griffen-Foley** is the director of the Centre for Media History at Macquarie University and the author of four books about the Australian media. She edited the landmark *Companion to the Australian Media*.

**Associate Professor Sean Scalmer** from the School of Historical and Philosophical Studies at the University of Melbourne is the author and editor of several books on the history of social movements, including *How to Vote Progressive in Australia: Labor or Green?*, with Dennis Altman.

MELBOURNE · UNIVERSITY · PUBLISHING

Find MUP on Twitter/ MUPublishing, Facebook/ MUPublishing and Instagram/ MUPublishing