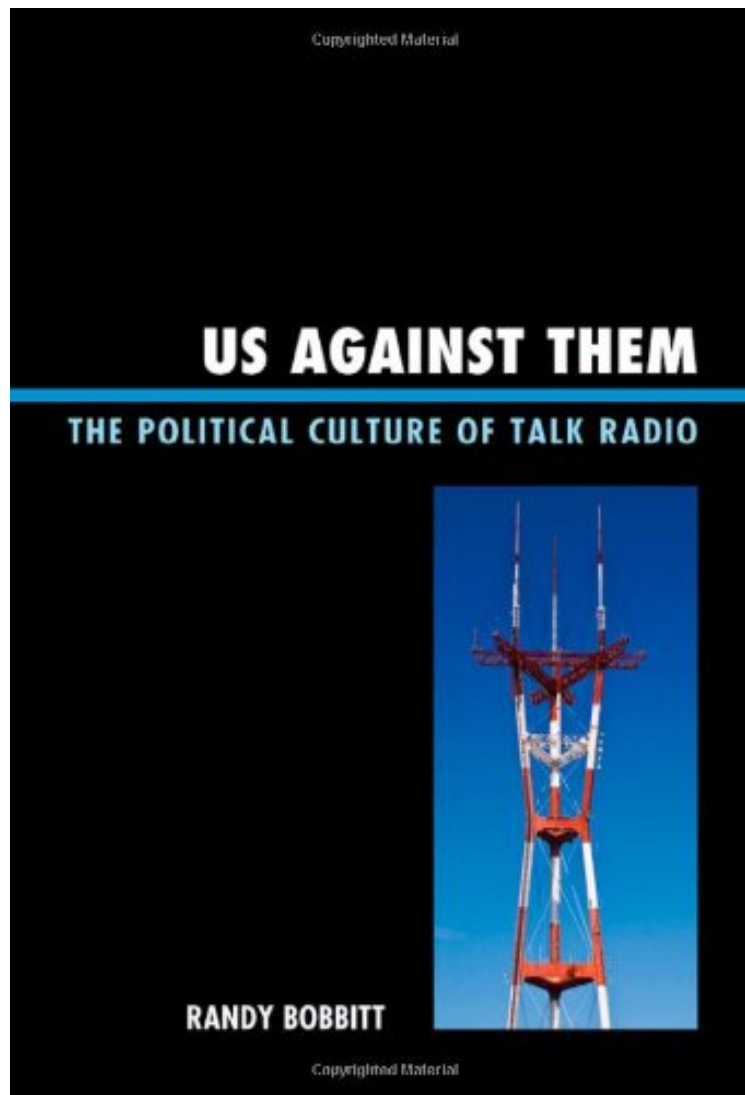


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Us against Them: The Political Culture of Talk Radio (Lexington Studies in Political Communication)

Randy Bobbitt

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Randy Bobbitt : Us against Them: The Political Culture of Talk Radio (Lexington Studies in Political Communication) before purchasing it in order to gage whether or not it would be worth my time, and all praised Us against Them: The Political Culture of Talk Radio (Lexington Studies in Political Communication):

Us against Them: The Political Culture of Talk Radio examines the phenomenon of talk radio and the role that it plays in the American political process as well as popular culture. Among the central questions addressed is a basic one regarding why people choose to listen to political talk instead of music. Do they listen to get objective information on both sides of political issues to help them make their own voting decisions, or do they seek out the hosts and content that simply validates their own beliefs? After a consideration of the history of talk radio as well as where the industry stands today in terms of audience demographics and advertiser support, Randy Bobbitt takes a theoretical look at how talk radio may or may have not impacted political issues and campaigns from the 1950s through the 2006 mid-term election, as well as the real impact of talk radio on the 2008 presidential campaign. Finally, Bobbitt considers the future of political talk radio in light of the newest threat to the First Amendment: the possible return of the Fairness Doctrine, a twentieth century law that once required broadcasters to provide politically balanced programming.

If you are interested in talk radio, this is the book to buy. It covers the personalities, the issues, the political impact, and the audience in a well researched, easy to read manner. (Lloyd Rohler, UNC-Wilmington)Bobbitt (Univ. of West Florida) treats an important phenomenon that has received little objective examination....The book's main strength is the breadth...of its treatment. Bobbitt includes chapter-length treatments of talk radio audiences, sponsors, commentators (Right and Left), women, local talk radio programming, 'shock' hosts, and the role of talk radio in the 2008 presidential election....Recommended. (CHOICE)Us Against Them: The Political Culture of Talk Radio by Randy Bobbit examines the phenomenon of talk radio and the role that it plays in the American political process as well as popular culture. Among the central questions addressed is why people listen to political talk instead of music.After relating the history of talk radio as well as where the format stands today in terms of audience demographics and advertiser support, Bobbit examines how talk radio may have impacted political campaigns from the 1950s through 2006 midterm election. (Communication Booknotes Quarterly)About the AuthorRandy Bobbitt is assistant professor in the department of communication arts at the University of West Florida and author of Lottery Wars: Case Studies in Bible Belt Politics, 1986-2005.