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Context in political communication : measurement and effects on political behavior

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The last decades, many scholars have emphasized the importance of comparative studies in the field of political communication. As yet, truly comparative studies in political communication are scarce. This book, *Context in Political Communication*, attempts to fill this void by exploring media contexts in terms of theory as well as measurement.



Traditionally, scholars in the field of political communication have focused on the effects of people's media exposure on party-political attitudes and behavior. This study shows that the media context should be considered as a variable next to these individual media exposure variables.

This dissertation consists of four articles about media context, which implies a description of each country's specific media features. It focuses especially on the description and development of such contexts and on their explanation of individual-level phenomena. The majority of the articles deals with party-political media context - the party-political bias of newspapers and TV news programs - and its effects on electoral behavior of citizens. The results imply that in countries with stronger party-political news bias, levels of electoral participation are higher. This finding applies especially to those who are not interested in politics.

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