Call for Manuscripts

Popular Politics and Public Opinion

Special issue of The International Journal of Public Opinion Research
Guest editor: Patricia Moy, University of Washington

The recent proliferation of media technologies and the balkanization of the media landscape have fostered a sea change in how citizens receive political information and how they are affected by these messages. What constitutes political has become increasingly expansive, especially as politicians have taken to bypassing journalists and other official filters by appearing in venues that typically attract a less politically oriented audience. At the same time, media content producers have recognized that traditionally serious and complex issues are better received when delivered in more accessible packages laced with interest, humor, and spectacle. Consequently, citizens and audience members around the global are being exposed to new forms of political information that travel under the guise of “popular politics,” “soft news,” “infotainment,” and a host of other names.

To what extent do these “new” genres of content shape our political attitudes, cognitions, and behaviors? Grounded in normative concerns, this special issue of the International Journal of Public Opinion Research focuses on the processes by which a vast array of media content shapes public opinion. Conceptual papers as well as empirically oriented social-scientific undertakings are welcome. All papers must be theoretically motivated.

Submissions for this special issue may be in the form of regular-length manuscripts or research notes as specified at http://www.oxfordjournals.org/our_journals/intpor/for_authors/index.html.

Manuscripts to be considered for this special issue must be submitted by 1 March 2012 through the IJPOR online system. The cover letter should indicate that the contact author wishes to have the manuscript considered for the special issue. All queries should be directed to the guest editor Patricia Moy (email: pmoy@uw.edu; telephone +1 206 543 9676).