



Spin Doctors Diary

**Bob Franklin, Mike Hogan, Quentin
Langley, Nick Mosdell, Elliot Pill**



Spin Doctors Diary:

Dispatches from the War Room Stanley B. Greenberg, 2009-02-17 Through his experiences aiding world leaders in pushing their domestic and international policies Greenberg offers an insightful examination of leadership democracy and the bridge between candidate and constituency

Key Concepts in Public Relations Bob Franklin, Mike Hogan, Quentin Langley, Nick Mosdell, Elliot Pill, 2009-03-05 This is a good text to accompany a core text on Public Relations It is also very useful for marketing and business students Valuable for post grads new to PR also Robbie Smyth Griffith College Dublin Offers the reader a concise and very readable tour through the many facets of PR Providing a detailed reference of just under 200 alphabetically listed entries covering a range of topics from account management to wikis destination branding and Hong Bo that one you ll have to look up yourselves each entry takes up roughly a page sometimes less is colloquial in tone and offers several recommendations for further reading making it an excellent jumping off point for further exploration

Communication Director The SAGE Key Concepts series provides students with accessible and authoritative knowledge of the essential topics in a variety of disciplines Cross referenced throughout the format encourages critical evaluation through understanding Written by experienced and respected academics the books are indispensable study aids and guides to comprehension Key Concepts in Public Relations Provides a comprehensive easy to use overview to the field Covers over 150 central concepts in PR Paves the way for students to tackle primary texts Grounds students in both practice and theory Takes it further with recommended reading Bob Franklin Mike Hogan Quentin Langley Nick Mosdell and Elliot Pill all teach at the Cardiff School of Journalism Media and Cultural Studies

Everyday Life in British Government R. A. W. Rhodes, 2011-04-21 In his fascinating new piece of political anthropology Rod Rhodes uncovers exactly how the British political elite thinks and acts

The Modi Effect Lance Price, 2015-03-12 How did a chai wallah who sold tea on trains as a boy become Prime Minister of India On May 16 2014 Narendra Modi was declared the winner of the largest election ever conducted anywhere in the world having fought a campaign unlike any before Political parties in Britain Australia and North America pride themselves on the sophistication of their election strategies but Modi s campaign was a master class in modern electioneering His team created an election machine that broke new ground in the use of social media the Internet mobile phones and digital technologies Modi took part in thousands of public events but in such a vast country it was impossible to visit every town and village The solution A virtual Modi a life size 3D hologram beamed to parts he could not reach in person These pioneering techniques brought millions of young people to the ballot box the holy grail of election strategists everywhere as Modi trounced the governing Congress Party led by the Gandhi dynasty Former BBC correspondent and Downing Street communications expert Lance Price has been granted exclusive access to Prime Minister Narendra Modi and his team of advisers With complete freedom to tell it as he finds it he details Modi s rise to power the extraordinary election victory and its aftermath The Modi Effect Inside Narendra Modi s campaign to transform India lifts the lid on a whole new

box of tricks where message management and IT wizardry combined to create a vote winning colossus of awesome potency

Britain and the European Union David Gowland, 2022-04-07 This engaging and concise new edition offers the student and general reader a compact readable treatment of British membership of the European Union EU from 1973 up until the present day and Brexit with detailed analysis of the period 1945 1972 accounting for Britain's absence from the formation of the EU It provides a highly distilled and accessible analysis and overview of some of the parameters and recurring features of Britain's membership of the European Union touching on all the major facets of membership at this critical time in Britain's relationship with Europe Key features of the new edition examines the constant and changing character of British membership of the EU discusses the problematical and often paradoxical features of EU membership familiarises the reader with both academic and public debates about the subject offers thematic treatment of all aspects of policy and attitudes towards the EU significantly restructured and updated to include the origins of the decision to hold a referendum on UK membership of the EU the campaign explanations for its outcome and the course substance and implications of the UK EU Brexit negotiations This book will be of key interest to scholars students and the generally interested reader in the areas of European Politics Studies British Politics EU Politics Studies Area Studies and International Relations **Tony's Ten Years**

Adam Boulton, 2013-03-28 Taking the events of Blair's last hundred days as his launching pad for captivating snapshots of key moments in his premiership Adam Boulton follows Tony Blair intimately through his final day in office The veteran political journalist witnesses the so called Blairwell Tour as the caravan travels from Westminster to Washington Iraq South Africa the EU the G8 Northern Ireland the Sedgefield constituency Chequers to the final farewell and beyond Boulton traces from these celebrations back to the key incidents achievements and mistakes of the Prime Minister's ten years in power And he draws on his first hand experience of them to measure Tony Blair against his immediate predecessors Margaret Thatcher and John Major and the rival who succeeded him Gordon Brown Boulton has followed the Blair story intimately from 1983 to the present He provides fresh and fascinating insights into the Blair Brown conflict the decision making that led to Britain joining the US invasion of Iraq the pressures on the Blair family and the often fraught and febrile relationship between Number 10 and the media MEMORIES OF THE BLAIR ADMINISTRATION is authoritative highly readable and revealing

Murdoch's World David Folkenflik, 2013-10-22 Describes how media magnate Rupert Murdoch was humbled and humiliated by allegations of the News of the World telephone hacking scandal and had to split his self built company into two in order for his business survive this dark tumultuous period *Political Mistakes and Policy Failures in International Relations* Andreas Kruck, Kai Oppermann, Alexander Spencer, 2018-02-16 This edited volume analyzes mistakes in different areas of international relations including the realms of security foreign policy finance health development environmental policy and migration By starting out from a broad concept of mistakes as something considered to have gone wrong the edited volume enables comparisons of various kinds of mistakes from a range of analytical perspectives including objectivist

and interpretivist approaches in order to draw out answers to the following guiding questions How does one identify and research a mistake Why do mistakes happen How are actors made responsible When and how do actors learn from mistakes This book will be of great interest to scholars undergraduate and postgraduate students as well as practitioners in International Relations Foreign Policy Analysis Security Studies International Political Economy and Diplomatic History

The Blair Supremacy Lewis Minkin,2014-06-16 Lewis Minkin has immense experience of the Labour Party and has acted as adviser to two major internal reviews of the internal party organisation As the author of two widely acclaimed and original studies on the Labour Party The Labour Party Conference and The Contentious Alliance he possesses an unrivalled grasp of the subtleties and nuances of Labour s internal relationships The Blair Supremacy is groundbreaking in its investigation of the processes methods character and politics of party management during a period when Blair strengthened his own position as he and his allies and managers drove the party through a ferment of new developments under the name New Labour For this book Minkin has been able to draw on a wealth of sources unavailable to other scholars What is uncovered here is revealing and at times startling It includes an extensive covert internal organisation a culture which facilitated manipulation and what can be described as a rolling coup These developments are rigorously and critically examined with a strong focus on three fundamental questions How were these changes achieved Was it as it was often represented a complete supremacy Why did it end so badly with Blair being forced in effect to step down The study challenges many misconceptions and sheds new light on the Blair legacy and on the intense controversies surrounding him It also adds greatly to our understanding of some acute contemporary problems in British political life

Britain and the World since 1945 Alasdair Blair,2014-07-11 This Seminar Studies title is a succinct study of modern British foreign policy focusing on the period from 1945 to the present day Since the end of the Second World War Britain has been engaged in international conflicts from the Suez Crisis to the Gulf War and has actively sought involvement in transnational and global affairs Starting with a brief overview of the rise and fall of the British Empire and continuing chronologically with detailed chapters covering the second half of the twentieth century and the beginning of the twenty first Alasdair Blair discusses the highs and lows of British foreign policy in an accessible yet analytical manner Dealing with themes such as the issues triggered by decolonisation and the changing relationship between Britain and Europe this text considers the pivotal moments in modern Britain s engagement with the wider world Included in this title are supporting materials such as a chronology of important events from 1945 a Who s Who of key government figures and a collection of relevant primary sources Thorough yet concise Britain and the World since 1945 is the ideal resource for students interested in the development of British foreign policy

Theories of the Democratic State John Dryzek,Patrick Dunleavy,2009-05-14 We live in a world governed by states whose enduring importance and domination of contemporary politics has been strikingly underlined by their renewed activism in the face of a global economic crisis Yet the very nature of states remains deeply contested with a range of competing theories offering

very different views of how they actually do or should operate In the past this competition has lead to deep ideological conflict and even to war In this major new work John S Dryzek and Patrick Dunleavy provide a broad ranging assessment of classical and contemporary theories of the state focusing primarily on the democratic state form that has come to dominate modern politics The authors starting point is the classical theories of the state pluralism elite theory Marxism and market liberalism They then turn to the contemporary forms of pluralism prevalent in political science systematically exploring how they address central issues such as networked governance globalization and changing patterns of electoral and identity politics They proceed to analyse a range of key contemporary critiques of modern states and democracy that have emerged from feminism environmentalism neo conservatism and post modernism Each approach is carefully introduced and analysed as far as possible in relation to a common set of issues and headings Theories of the Democratic State takes the reader straight to the heart of contemporary issues and debates and in the process provides a challenging and distinctive introduction to and reassessment of contemporary political science

The British Prime Minister in an Age of Upheaval

Mark Garnett,2021-03-11 In this timely book Mark Garnett provides a bracing reassessment of the role of the British Prime Minister from Margaret Thatcher s controversial tenure to Boris Johnson s attempt to confront a pandemic with a ministerial team created to face the very different challenge of Brexit Taking a thematic approach Garnett explores the impact of major political developments and personalities on key aspects of prime ministerial functions as party leader Cabinet maker chief diplomat and electoral talisman Much of the controversy over the position of Prime Minister he concludes arises from a confusion between the occupant s inescapable political prominence and his or her often limited ability to achieve positive policy outcomes With both David Cameron and Theresa May forced to resign since 2016 the book questions whether the nature of the job has become a deterrent for politicians who are motivated by a desire to serve the British public opening the way for individuals with much less laudable motivations

Where Power Lies Lance Price,2014-05-08 Britain has one of the oldest and most developed democracies on earth It is admired and copied the world over Yet at home British politics is frequently viewed with a mixture of derision and contempt Why Our democratic system may be mature but the politicians we elect and the media we rely on to tell us what they are up to often behave like difficult teenagers calling each other names arguing for the sake of argument and pointing the finger of blame rather than accepting responsibility Little wonder that the public switches off tired of all the racket and fed up with the lot of them How did we get into this sorry state or was it ever thus With first hand experience of the worlds of both journalism and politics Lance Price looks back over almost a century of battles between the media and our political leaders to find out who is to blame He exposes liars in Downing Street and scoundrels in Fleet Street bullies and megalomaniacs in both There are many wiser heads too who see the madness and try to find a better way of doing things Yet are all in pursuit of the same objective Power They want power over each other and power over the rest of us It is a battle without end and too often the truth is the first casualty Where Power Lies is the story of

how powerful men and women have tried for generations to twist the facts to their own ends It puts the struggle for supremacy between journalists and politicians into perspective And it offers a glimmer of hope for a future in which both sides grow up learn to respect each other and trust the rest of us with that most precious of all commodities the truth

Welfare Policy Under New Labour Andrew Connell,2010-11-30 How much freedom of action does an ambitious reforming party have as it moves from opposition to government Drawing on original research and first hand interviews Andrew Connell analyses the development of welfare reform policy following New Labour s ascent to power in 1997 to show how ideas actors and structures can constrain policy options He looks at the contrasting ideas of Frank Field Minister for Welfare Reform in 1997 8 and of Gordon Brown and shows how Brown s approach eventually came to prevail The book also includes a unique exposition of Field s political and social philosophy showing how his consistent Christian socialist beliefs influenced his work as Minister for Welfare Reform Welfare Policy under New Labour will be essential reading for scholars of contemporary politics and social policy and for those interested in New Labour and welfare reform

A History of Modern Britain Andrew Marr,2024-09-04 Sunday Times Bestseller Lively full of rich anecdotes He has the rare gift of being able to explain complex issues in a few crisp sentences Sunday Telegraph A History of Modern Britain confronts head on the victory of shopping over politics It tells the story of how the great political visions of New Jerusalem or a second Elizabethan Age rival idealisms came to be defeated by a culture of consumerism celebrity and self gratification In each decade political leaders think they know what they are doing but find themselves confounded Every time the British people turn out to be stropier and harder to herd than predicted Throughout Britain is a country on the edge first of invasion then of bankruptcy then on the vulnerable front line of the Cold War and later in the forefront of the great opening up of capital and migration now reshaping the world This history follows all the political and economic stories but deals too with comedy cars the war against homosexuals Sixties anarchists oilmen and punks Margaret Thatcher s wonderful good luck political lies and the true heroes of British theatre His grasp of recent politics and economics is superbly authoritative never better than when discussing Britain s changing relationship with the United States Observer Richer and deeper than television commentary can ever hope to be Daily Mail Includes illustrations and photographs

The Transformation of Political Communication Ralph M. Negrine,2017-09-16 The relationship between politics and the media is continually evolving This book explores the technological political and social forces that affect the practice of political communication throughout the world today Offering a critical historical approach this book is for all students interested in the communication of politics

The British Labour Party and the Wider World Paul Corthorn,Jonathan Davis,2007-10-24 The legacy of Blair and the invasions of Iraq and Afghanistan continue to loom large for the Labour Party whether in opposition or in government giving rise to fierce debates over Labour s attitude and posture towards the wider world This book considers the idea of Labour s international identity examining how world events and Labour s response to them have helped to shape ideology political

culture and domestic agendas from the 1920s until the Iraq War It provides a fascinating and original exploration of Labour both on the world stage and at home from the influence of the Soviet Union on political thought in the interwar years to the international student revolts of the 1960s and from media in the 1990s to Kosovo and New Labour Interventionism This is essential reading for scholars of modern British politics as well as anyone interested in the motivations and influences behind the Labour Party's actions on the world stage

The End of the Party Andrew Rawnsley, 2010-09-30 Andrew Rawnsley's bestselling book lifts the lid on the second half of New Labour's spell in office with riveting inside accounts of all the key events from 9/11 and the Iraq War to the financial crisis and the parliamentary expenses scandal and entertaining portraits of the main players as Rawnsley takes us through the triumphs and tribulations of New Labour as well as the astonishing feuds and reconciliations between Tony Blair Gordon Brown and Peter Mandelson This paperback edition contains two revealing new chapters on the extraordinary events surrounding the 2010 General Election and its aftermath

A History of 20th Century Britain Andrew Marr, 2011-12-02 Between the death of Queen Victoria and the turn of the Millennium Britain has been utterly transformed by an extraordinary century of war and peace A History of 20th Century Britain collects together for the first time Andrew Marr's two bestselling volumes A History of Modern Britain and The Making of Modern Britain Together they tell the story of how the country recovered from the grand wreckage of the British Empire only to stumble into a series of monumental upheavals from World Wars to Cold Wars and everything in between In each decade political leaders thought they knew what they were doing but found themselves confounded Every time the British people turned out to be stroprier and harder to herd than predicted This wonderfully entertaining history follows all the political and economic stories but deals too with the riotous colour of an extraordinary century a century of trenches flappers and Spitfires of comedy punks Margaret Thatcher's wonderful good luck and the triumph of shopping over idealism

Media, Politics and Democracy John Street, 2021-05-14 The third edition of Media Politics and Democracy examines the fraught debate over media influence who wields it and what effect social and traditional media has on what we think how we behave and how we vote Charting the media conglomerates of old the alarming rise of the Tech Giants in recent decades concerns over fake news and the use of social media by political candidates this book places contemporary anxieties into historical context and compares the response to such issues across different states and societies Using examples from around the world Street tackles the changing nature of political communications and brings under scrutiny the question of how a democratic society can function alongside a democratic media Suitable for students studying politics and the media political communications and other related fields New to this Edition Completely revised and updated version of Mass Media Politics and Democracy Includes a new chapter on the power of the Tech Giants Contains detailed accounts of the significance of figures such as Donald Trump Rupert Murdoch and Mark Zuckerberg Student questions and issues for debate interspersed throughout the book

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