

Corina BARBAROS
University "Al.I.Cuza" of Iași (Romania)

Exploring Televised Political Debates: Strategies and Issues

Abstract: This article will focus on applied communication research that provides knowledge about political processes that sometimes explicitly, yet more often implicitly, enhance the practices of a democracy. We concentrate on a critical review of the literature concerned with televised political debates as these are the most spectacular contemporary forms of politics mediatization. The major research findings of applied political communication regarding debates include: the effects of such encounters with specific attention to the limited research on lower level or nonpresidential debates, media coverage of debates, candidates' messages and viewer learning from debates, debate formats and content analyses of debates.

Keywords: applied communication research, political debates, content analysis