



Abstimmungskampagnen: Politikvermittlung in der Referendumsdemokratie (German Edition)

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Die Anforderungen an die Politikvermittlung steigen. Um politisch komplexe Themen einer breiten politischen Öffentlichkeit verständlich zu machen, ist der wachsende Zugriff auf Emotionalisierung und Personalisierung zu beobachten. Nicht selten rückt das eigentliche Thema dabei in den Hintergrund. In Demokratien, in denen direktdemokratische Verfahren die politische Praxis bestimmen, verhält sich das anders. Hier werden die politischen Akteure quasi gezwungen das politische Sachgeschehen rechtzeitig und verständlich zu erklären und ihre Positionen zu begründen. „Politische Kampagnen in der Referendumsdemokratie“ möchte die professionalisierten Kompetenzen in der politischen Kampagnenführung von Akteuren, die politische Kampagnen regelmäßig unter den Bedingungen einer „traditionellen“ Referendumsdemokratie führen, für Dritte aufarbeiten.

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