



Engaging the Public: How Government and the Media Can Reinvigorate American Democracy

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In the 1996 presidential election, voters stayed away from the polls in record numbers. This volume of original essays by leading political scientists and media scholars examines the nature of political disengagement among the public and offers concrete solutions for how the government and media can stimulate public engagement in the political process. Among recommendations are more public deliberation, media responsibility, and campaign finance reform. Candidates with integrity, issues that matter, and information that is both reliable and meaningful will motivate the disaffected more surely than specialinterest appeals to minorities, lower-income voters, students, and others. Further recommendations include using the Internet, structural change in registration and voting, and 'reverse socialization'.



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