

Authors: Pablo Boczkowski y Zizi Papacharissi

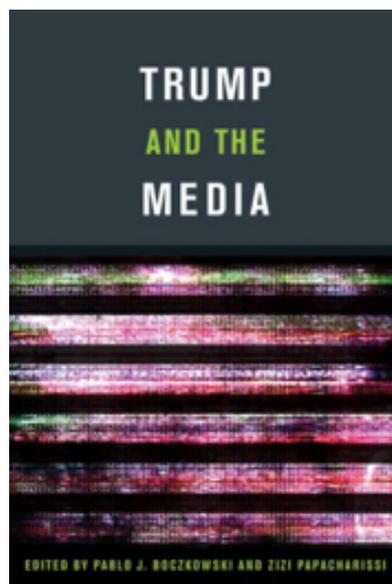
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Review of the book: "Trump and the Media" by Pablo Boczkowski y Zizi Papacharissi.

The subjects of political communication and journalistic studies are usually very prominent areas of research in the set of publications in the social sciences. Similarly, on the occasion of the beginning of Donald John Trump's political career and the new repercussions of the Digital Revolution, studies related to journalistic information and new communication channels have increased considerably in the Anglo-Saxon world.

The editors (Pablo Boczkowski and Zizi Papacharissi) have created a collective publication that analyzes the main lines of research that emerged from the figure of Trump and his relationship with the media very well through the coordination of twenty-seven different works. The book is made up of two hundred and fifty-seven pages and four thematic blocks. It was published in Cambridge (Massachusetts) by the editorial stamp (2018): The MIT Press.

In the introduction, a state of the question about the Trump administration, the transformation of the media and the role of journalistic information professionals is carried out. The four thematic blocks of the publication are: "Journalism in Question," "Emotion, Populism, and Media Events," "Why Technology Matters" and "Pathways Ahead," In the acknowledgments, they record the effort made by the participating individuals and organizations; Gita Manaktala is mentioned for being personally involved in the project from the selection committee of the publishing company.

The first section of chapters (from the second to the eighth) focuses on theoretical and practical questions about journalism and the veracity of sources and journalistic products. It is titled "Journalism in Question" and several authors participate: Barbie Zlizer, Michael X. Delli

Carpini, Sivio Waisbord, Tina Tucker, Zoey Lichtenheld, C. W. Anderson, Michael Schudson, Robyn Caplan, Danah Boyd and Andrew L. Mendelson. The contributions have very different approaches, but some converging elements can be extracted: Donald Trump's hostility against accredited media breaks with the institutional tradition of the White House, new media and new technological support redistribute roles in the production process, The Trump effect is based on partial journalistic sources and builds an alternative rhetoric, the cultural identity of conservative "America" inspired the communication strategy of the Republican campaign in 2016 and the use of social networks is transforming the design of journalistic content and editing visual elements.

"Emotion, Populism, and Media Events" is the title of the second section of chapters (from the ninth to the fifteenth): Zizi Papacharissi, Karin Wahl-Jorgensen, Julia Sonnevend, Daniel Kreiss, Mike Ananny, Keren Tenenboim-Weinblatt and Katy E. Pearce. These pages address issues related to the subjectivation process that affects the entire process of news coverage and production of journalistic content. There is also talk of the effects, direct and indirect, that populist rhetoric and of meaningless significance have on the relationship between political power and professionals in journalism. Most of the works coincide when affirming that Trump strives to project a disruptive and independent political image; the designers of the Trump presidential campaign used a series of sentimental resources, a dialectic of permanent confrontation, and a selection of icons linked to the patriotic identity and popular culture of the American people as political ammunition.

The implementation of new information technologies was a determining factor for Republicans when setting communication strategies by age group, geographic area and ideological affinity. New technology was instrumental in establishing new rules for political communication and in keeping the initiative on public debates. It can be assumed that for these reasons, the editors decided to call the third thematic block: "Why Technology Matters." Contributing to this section are: Gina Neff, Susan J. Douglas, Fred Turner, Josh Cowls, Ralph Schroeder, Keith N. Hampton and Nikki Usher. In this part of the book you can find the most unique and innovative case studies as the researchers try to exemplify the new digital dimension of political communication by reducing study frameworks; that is, through a thematic specialization: Twitter, activist networks, regional follow-ups, media interaction, innovation of campaign issues, etc.

The fourth chapter section performs the function of bringing together the most disparate and thematically dispersed contributions (from the twenty-second to the twenty-seventh): "Pathways Ahead." The participating authors are: Pablo J. Boczkowski, Seth C. Lewis, Sue Robinson, Victor Pickard, Adrienne Russell, Rodney Benson and Dave Karpf. The main topics discussed here are related to the American journalistic culture and its associated freedoms: business, expression, dissemination, printing, marketing, etc. From a theoretical perspective, the main reflections revolve around political rationality, pluralistic thinking, fragmentation of audiences, institutional rhetoric, journalistic deontology, professional ethics, the limits of opinion, business management and financing and the independence of the media. Issues that are very fashionable and do not have any kind of consensus are also addressed: disinformation, false news, authoritarian dialectic, democratic dysfunctions, media pathologies, hate speech and populist and demagogic agendas (in the context of the presidential campaign and the Trump administration).

At the end of the book you can find a list of the participants. The biographical information of the authors is quite brief, but enough to be able to trace all the research trajectories mentioned there. The alphabetical index has fourteen pages and is quite useful for locating concepts and themes. The documentary sources section provides an interesting bibliographic compilation (reports, books and scientific journal articles) and digital resources (manifestations on social networks and newspaper articles).

In general, this collective work articulates a scientific account of the relationship between President Trump and the American media very well. The editors make an effort to balance dimensions and avoid thematic decompensations. The very different works are effectively included in their corresponding sections. This work does not avoid the most controversial issues that dot the current information landscape, both due to the communicative anomalies of the White House and the Republican Party and the difficulties of adapting classical journalistic work to the new digital context.