

# **POLITICAL COMMUNICATION: MASS-MEDIA AND THE AMERICANIZATION SHOW IN ELECTORAL CAMPAIGNING**

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***Abstract:** The power of the media and the mechanisms which are used by political and economic choices in order to influence the media content seem to be the most relevant characteristics of the political and electoral field. According to the dominant pattern of publicity, there are several series of filters which allow particular choices to dominate media news and lead the discussion on public matters. From this point of view, it is important to remember the influence of the way political material is presented: Americanization or show is now on the day's order to gain audience.*

***Key words:** political communication, mass media, electorate, electoral campaign.*

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