

LECTURE NOTES ON INTRODUCTION TO POLITICAL SCIENCE Reference

Lecture notes on introduction to political science serve as an essential resource for students and enthusiasts aiming to understand the foundational concepts, theories, and structures that define the discipline of political science. This comprehensive guide provides a detailed overview of key topics, offering clarity and insight to facilitate effective learning and academic success.

Understanding Political Science

What is Political Science?

Political science is the social science discipline that studies the theory and practice of politics, government systems, political behavior, and public policies. It seeks to analyze the mechanisms through which power, authority, and governance are exercised within societies.

Importance of Political Science

- **Understanding Power Dynamics:** It helps decode how political power is acquired, maintained, and exercised.
- **Promoting Civic Awareness:** Equips citizens with knowledge about their rights and responsibilities.
- **Informing Policy Making:** Provides insights that guide effective and equitable policy decisions.
- **Fostering Critical Thinking:** Encourages analytical skills regarding political issues and ideologies.

Historical Development of Political Science

Ancient Roots

Political thought dates back to ancient Greece and Rome, with early philosophers like Plato, Aristotle, and Cicero exploring governance, justice, and the nature of political authority.

Modern Evolution

The discipline evolved significantly during the Enlightenment and the 19th century, incorporating empirical research, scientific methods, and a focus on state and political institutions.

Key Figures in Political Science

- Niccolò Machiavelli: Known for his pragmatic approach to power and statecraft.
- Karl Marx: Analyzed class struggle and its influence on politics.
- Max Weber: Developed theories on authority, bureaucracy, and social action.
- Harold Lasswell: Pioneered behavioral approaches to political analysis.

Core Concepts in Introduction to Political Science

Politics and Power

Politics involves the process of making collective decisions, often through power dynamics. Power is the capacity to influence or control others' behavior, and understanding its sources and applications is fundamental.

State and Sovereignty

- State: A political entity with a defined territory, permanent population, government, and sovereignty.
- Sovereignty: The supreme authority within a territory, free from external interference.

Government and Governance

- Government: The organized machinery that makes and enforces laws.
- Governance: Broader concept involving the processes and institutions that guide political and administrative decisions.

Political Ideologies

Political ideologies are sets of beliefs that explain how societies should be organized. Common ideologies include:

- Liberalism
- Conservatism
- Socialism
- Communism
- Fascism

- Libertarianism

Political Systems

Different societies adopt various political systems, such as:

- Democracy
- Authoritarianism
- Totalitarianism
- Monarchy
- Oligarchy

Branches of Political Science

Comparative Politics

This branch compares political systems, institutions, and processes across different countries to identify patterns and differences.

International Relations

Focuses on relationships between countries, international organizations, and global issues like conflict, trade, and diplomacy.

Political Theory

Deals with ideas, philosophies, and normative questions about justice, rights, and political ethics.

Public Administration

Studies the implementation of government policies, bureaucratic behavior, and administrative processes.

Methodologies in Political Science

Qualitative Methods

Include case studies, interviews, and historical analysis to understand political phenomena.

Quantitative Methods

Utilize statistical tools, surveys, and experiments to analyze political data and trends.

Mixed Methods

Combine qualitative and quantitative approaches for comprehensive insights.

Key Topics Covered in Introduction to Political Science Lecture Notes

Political Culture and Socialization

Explores how societal values, beliefs, and norms influence political behavior and attitudes.

Public Opinion and Political Participation

Studies how citizens form opinions and engage in political processes like voting, protests, and advocacy.

Political Parties and Electoral Systems

Analyzes how parties organize, compete, and influence governance, alongside the mechanics of elections.

Constitutional Frameworks

Examines the role of constitutions in defining political authority, rights, and the rule of law.

Global Politics and International Organizations

Reviews the functioning of entities like the United Nations, World Trade Organization, and regional blocs.

Tips for Effective Study of Introduction to Political Science

- Regularly review lecture notes and readings to reinforce understanding.
- Engage in group discussions to explore diverse perspectives.
- Utilize current events to relate theoretical concepts to real-world issues.
- Practice essay writing to develop analytical and argumentative skills.
- Seek clarification from instructors when concepts are unclear.

Conclusion

Lecture notes on introduction to political science serve as an indispensable foundation for comprehending the complex and dynamic nature of politics. They provide students with the tools to analyze political phenomena critically, understand institutional structures, and engage meaningfully in civic life. As political landscapes continue to evolve globally, a solid grasp of introductory concepts equips learners to navigate and contribute to the democratic processes and international affairs effectively.

By mastering these foundational topics, students can build a strong basis for advanced studies within political science and related disciplines. Whether pursuing academic research, policy analysis, or active citizenship, understanding the core principles outlined in these lecture notes is essential for meaningful engagement with the world of politics.

Lecture Notes on Introduction to Political Science: A Comprehensive Guide

In the academic journey of understanding how societies govern themselves, few disciplines are as foundational as political science. Whether you're a student venturing into this field for the first time or an enthusiast seeking clarity, the lecture notes on introduction to political science serve as a vital resource. These notes distill the core concepts, theories, and frameworks necessary to grasp the intricate workings of political systems, institutions, and ideologies that shape our world. This article offers a detailed yet accessible exploration of these foundational ideas, acting as a guide through the essential elements of political science.

Understanding Political Science: Definition and Scope

What Is Political Science?

At its core, political science is the systematic study of politics, government structures, political behavior, and the theoretical underpinnings that influence societal organization. It seeks to analyze the power relations within societies and how authority is exercised, contested, and justified.

Scope of Political Science

The field is broad, encompassing several interconnected sub-disciplines, including:

- Political Theory: Philosophical foundations of politics, ideologies, and concepts like justice, liberty, and equality.
- Comparative Politics: Cross-national comparison of political systems, institutions, and processes.
- International Relations: Interactions between nations, international organizations, diplomacy, and conflict.

- Public Administration: Implementation of government policy and the functioning of public agencies.
- Policy Studies: Development, analysis, and evaluation of public policies.

This expansive scope highlights the discipline's aim to understand both the theoretical and practical aspects of governance and political behavior.

Historical Development of Political Science

From Philosophy to Science

Political science's evolution traces back to ancient philosophical inquiries by Plato and Aristotle, who examined the nature of justice and the ideal state. The discipline transitioned into a more empirical science during the Enlightenment, with thinkers like Machiavelli, Hobbes, Locke, and Rousseau offering systematic analyses of statecraft, sovereignty, and social contracts.

Modern Political Science

In the 19th and 20th centuries, political science formalized as an academic discipline, incorporating methods of social sciences, such as surveys, statistical analysis, and case studies. Key milestones include:

- The rise of behavioralism, emphasizing empirical observation.
- The development of comparative politics as a distinct field.
- The emergence of international relations as a global-focused discipline.

Understanding this historical context helps students appreciate how theories and methodologies have matured, informing current practices.

Core Concepts in Political Science

To navigate the complex world of politics, certain fundamental concepts are essential:

- Power: The ability to influence or control others' behavior.
- Authority: Recognized and legitimate exercise of power.
- Legitimacy: The acceptance and justification for authority.
- Sovereignty: The ultimate authority within a territory.
- States and Nation-States: Political entities with defined borders and sovereignty.
- Government: The organization through which authority is exercised.

- Citizenship: The status and rights of individuals within a state.

Mastering these concepts provides the vocabulary for analyzing political phenomena effectively.

Political Theories and Ideologies

Classical Political Theories

- Liberalism: Emphasizes individual rights, freedom, and limited government.
- Conservatism: Advocates tradition, social stability, and gradual change.
- Socialism: Focuses on social ownership, equality, and welfare.
- Communism: A classless society with common ownership of production.

Contemporary Ideologies

- Feminism: Advocates for gender equality.
- Environmentalism: Prioritizes ecological sustainability in policy-making.
- Populism: Emphasizes the will of the common people against elites.

Understanding these ideologies helps students analyze political debates and policy decisions within their ideological frameworks.

Political Systems and Structures

Types of Political Systems

- Democracy: Power vested in the people, either directly or through elected representatives.
- Authoritarianism: Concentration of power in a single ruler or small group, with limited political freedoms.
- Totalitarianism: An extreme form of authoritarianism where the state seeks total control over all aspects of life.

Government Structures

- Unitary Systems: Centralized authority with sub-national units subordinate to the central government.
- Federal Systems: Division of powers between national and regional governments.

- Parliamentary Systems: Executive drawn from the legislature, with a prime minister as head.
- Presidential Systems: Executive independent of the legislature, led by a president.

Institutions of Government

- Legislature: Makes laws (e.g., Congress, Parliament).
- Executive: Implements laws (e.g., President, Prime Minister).
- Judiciary: Interprets laws and ensures justice (e.g., Supreme Court).

A clear grasp of these structures facilitates understanding how different countries organize power and authority.

Political Processes and Behavior

Electoral Processes

- Voting systems (majoritarian, proportional).
- Electoral laws and reforms.
- Campaign strategies and political communication.

Political Participation

- Voting, protests, activism.
- Role of civil society and NGOs.
- Digital participation and social media influence.

Political Culture and Socialization

- Values, beliefs, and attitudes towards politics.
- How political identities are formed.
- The impact of education, media, and family.

Public Opinion and Political Socialization

Understanding these elements helps explain why citizens support certain policies or leaders and how political stability or upheaval occurs.

International Politics and Global Issues

International Relations Theories

- Realism: Power politics and national interest.
- Liberalism: Cooperation and international institutions.
- Constructivism: Role of ideas and identities.

Global Challenges

- Conflicts and peacekeeping.
- International trade and economics.
- Human rights and humanitarian intervention.
- Environmental issues like climate change.

Global Organizations

- United Nations.
- World Trade Organization.
- Regional bodies like the European Union.

These components underscore the interconnectedness of nations and the importance of diplomatic strategies.

Practical Applications of Political Science

Policy Formulation and Analysis

Understanding how policies are developed, evaluated, and implemented is crucial for effective governance.

Public Administration

Examining bureaucratic processes and administrative reforms to improve service delivery.

Conflict Resolution

Applying theories and negotiation skills to resolve disputes within and between states.

Civic Education

Empowering citizens with knowledge to participate meaningfully in democratic processes.

Conclusion: The Significance of Political Science

The lecture notes on introduction to political science serve as a comprehensive foundation for anyone looking to understand the mechanics of governance and political phenomena. By exploring the discipline's scope, history, core concepts, and practical applications, students are equipped to analyze current events critically and participate actively in democratic societies. Whether studying for academic pursuits, policy-making, or civic engagement, a solid grasp of political science principles is indispensable for navigating and shaping the complex political landscape of the modern world.

Final Thoughts

Political science is more than an academic discipline; it is a lens through which we interpret societal dynamics. As societies evolve amidst globalization, technological change, and shifting ideologies, the foundational knowledge gained from these lecture notes remains vital. Embracing the deep insights of political science empowers individuals to contribute thoughtfully to their communities and the broader global society, fostering informed citizenship and responsible leadership.

Question What are the main objectives of an introduction to political science course? The main objectives include understanding the fundamental concepts of politics, analyzing political systems, examining the role of government and institutions, and developing critical thinking skills about political issues. How does political science differ from other social sciences? Political science specifically focuses on the study of political institutions, behaviors, and systems, whereas other social sciences like sociology or economics examine broader social and economic factors influencing society. What are the key components covered in lecture notes on political science? Key components include political theories, ideologies, government structures, political processes, international relations, and comparative politics. Why is understanding political ideologies important in political science? Understanding political ideologies helps explain different political beliefs and behaviors, influences policy-making, and provides insight into the functioning of various political systems. What role do political institutions play in a democratic system? Political institutions establish the framework for governance, ensure the rule of law, facilitate representation, and help balance power within a democratic system. How can students effectively study lecture notes on political science? Students should review notes regularly, summarize key concepts, relate theories to current events, and participate in discussions to deepen understanding of political science topics. What are some current trends in political science research? Current trends include digital politics and social media influence, global governance challenges, political polarization, and the impact of artificial intelligence on political processes.

Related keywords: political science fundamentals, government systems, political theories, political ideologies, political institutions, public administration, comparative politics, international relations, political philosophy, civic education

THE OXFORD HANDBOOK OF POLITICAL PSYCHOLOGY OXFORD

The Oxford Handbook of Political Psychology Oxford is widely regarded as a seminal resource for scholars, students, and practitioners interested in understanding the complex interplay between psychological processes and political behavior. Published by Oxford University Press, this comprehensive volume offers an in-depth exploration of the theories, methodologies, and empirical findings that define the interdisciplinary field of political psychology. Whether you're a researcher seeking the latest insights or a newcomer eager to grasp foundational concepts, this handbook provides a valuable roadmap for navigating the intricate relationship between mind and politics.

Overview of the Oxford Handbook of Political Psychology Oxford

The Oxford Handbook of Political Psychology Oxford consolidates decades of research into a single authoritative volume. It features contributions from leading experts across psychology, political science, sociology, and neuroscience, reflecting the multifaceted nature of political psychological inquiry. At its core, the handbook aims to elucidate how individuals perceive, interpret, and respond to political stimuli, as well as how these psychological processes influence broader societal phenomena such as voting behavior, ideology, conflict, and governance.

Key Themes and Topics Covered

The handbook is organized around several core themes that collectively offer a holistic understanding of political psychology. These themes include cognitive processes, emotions, identity, social influences, and applied aspects of political psychology.

Cognitive Foundations of Political Behavior

- **Perception and Decision-Making:** Examining how individuals process political information and make decisions based on cognitive biases and heuristics.
- **Heuristics and Biases:** Exploring common mental shortcuts that influence political judgments, such as the availability heuristic and confirmation bias.
- **Memory and Political Attitudes:** Understanding how prior experiences and memories shape

political preferences and opinions.

Emotional Influences in Politics

- **Emotion and Political Engagement:** Analyzing how emotions like fear, anger, and pride motivate political participation and activism.
- **Affective Polarization:** Investigating how emotional attachment to groups fosters partisan divides.
- **Emotion Regulation:** Studying how individuals manage emotional responses to political events and information.

Identity and Social Identity in Political Psychology

- **Political Identity and Partisanship:** The role of group membership in shaping political attitudes and behaviors.
- **Social Identity Theory:** How identification with social groups influences intergroup conflict and cooperation.
- **Identity Threats and Responses:** Examining how perceived threats to identity impact political attitudes and actions.

Social and Cultural Influences

- **Media and Political Communication:** The impact of traditional and social media on shaping political beliefs.
- **Social Networks and Peer Influence:** How social connections influence political opinions and participation.
- **Cultural Values and Norms:** The role of cultural contexts in shaping political psychology.

Applied and Contemporary Issues in Political Psychology

- **Democratic Processes and Electoral Behavior:** Insights into voting behavior, political campaigns, and election dynamics.
- **Conflict and Peacebuilding:** Psychological factors underpinning conflict escalation and resolution.
- **Populism and Political Movements:** Understanding the psychological appeal of populist rhetoric and movements.

Methodologies and Approaches in the Handbook

The Oxford Handbook of Political Psychology Oxford emphasizes diverse methodological approaches to studying political psychology, including experimental designs, surveys, longitudinal studies, and neuroscientific techniques.

Experimental and Survey Research

Many chapters highlight the use of experiments and surveys to identify causal relationships and measure attitudes, providing robust evidence for theories discussed.

Neuroscience and Psychophysiology

Recent advances incorporate neuroimaging and physiological measures to understand the neural underpinnings of political cognition and emotion.

Cross-Cultural and Comparative Studies

The handbook emphasizes the importance of understanding political psychology across different cultural contexts, enabling researchers to identify universal versus culture-specific phenomena.

Importance of the Oxford Handbook of Political Psychology Oxford for Researchers and Students

This handbook serves as an essential resource for various audiences:

- **Academics:** Provides a comprehensive overview of current theories, debates, and research methods.
- **Students:** Offers foundational knowledge and critical insights into the psychological processes behind political phenomena.
- **Practitioners and Policy Makers:** Supplies evidence-based understanding to inform policy development, political campaigns, and conflict resolution efforts.

Furthermore, the handbook encourages interdisciplinary collaboration, integrating insights from psychology, political science, neuroscience, and sociology to foster a nuanced understanding of political behavior.

How to Access and Utilize the Oxford Handbook of Political Psychology Oxford

The Oxford Handbook of Political Psychology Oxford is available in both print and digital formats through academic libraries and online platforms. For maximum benefit:

- **Use as a Textbook:** Incorporate chapters into coursework focused on political psychology or related fields.
- **Research Reference:** Consult specific chapters to bolster research proposals or literature reviews.
- **Policy Development:** Draw on empirical findings to craft policies that consider psychological factors influencing political behavior.

In addition, many chapters include references and suggestions for further reading, enabling readers to deepen their understanding of specific topics.

Conclusion: The Significance of the Oxford Handbook of Political Psychology Oxford

The Oxford Handbook of Political Psychology Oxford stands out as a comprehensive, authoritative source that captures the richness and diversity of research in the field. It bridges theoretical and applied perspectives, making it invaluable for anyone seeking to understand the psychological underpinnings of political phenomena. As political systems worldwide face complex challenges ranging from polarization to conflict, the insights offered by this handbook become more relevant than ever. By integrating diverse methodologies and perspectives, it paves the way for innovative research and practical applications that can contribute to more informed, empathetic, and effective political processes.

Whether you are a seasoned researcher, a student embarking on your academic journey, or a policy professional, the Oxford Handbook of Political Psychology Oxford provides a vital foundation for understanding the human mind's role in shaping the political landscape. Its comprehensive coverage, interdisciplinary approach, and emphasis on empirical evidence make it an indispensable resource in the study of political psychology today.

The Oxford Handbook of Political Psychology Oxford: An In-Depth Exploration of the Intersection Between Mind and Politics

The Oxford Handbook of Political Psychology Oxford stands as a definitive resource at the crossroads of psychology and political science. As politics increasingly becomes a domain influenced by individual cognition, emotions, and social identity, understanding the psychological underpinnings of political behavior has never been more crucial. This comprehensive volume, published by Oxford University Press, consolidates cutting-edge research, theoretical insights, and empirical findings, making it an essential reference for scholars, students, and practitioners alike.

In this article, we delve into the core themes, structure, and significance of the Oxford Handbook of Political Psychology Oxford, exploring how it advances our comprehension of political phenomena through psychological lenses.

Overview of the Oxford Handbook of Political Psychology Oxford

The Oxford Handbook of Political Psychology Oxford is part of a prestigious series of handbooks that aim to synthesize the latest developments in various academic fields. This volume specifically bridges the disciplines of political science and psychology, offering a nuanced perspective on how psychological processes shape political attitudes, beliefs, and behaviors.

Edited by leading scholars in the field, the handbook features contributions from renowned experts who dissect a broad array of topics—from individual cognition and emotional reactions to group dynamics and societal influences. Its comprehensive scope makes it a vital resource for understanding both the micro-level psychological mechanisms and macro-level political phenomena.

Key features include:

- An interdisciplinary approach combining theory, empirical research, and practical implications.
- A systematic organization into thematic sections.
- Up-to-date coverage of contemporary issues such as polarization, identity politics, and the impact of social media.

Structural Organization and Thematic Sections

The handbook is meticulously organized into sections that reflect the multifaceted nature of political psychology. Each section synthesizes foundational theories with recent empirical advances, providing readers with both conceptual frameworks and real-world applications.

Foundations of Political Psychology

This initial section introduces core concepts and historical developments. It covers:

- Theoretical frameworks: including social identity theory, cognitive psychology, and evolutionary perspectives.
- Historical evolution: tracing how political psychology emerged as a distinct discipline, emphasizing landmark studies and paradigm shifts.
- Methodological approaches: qualitative and quantitative methods used to study political psychological phenomena.

Psychological Processes in Political Attitudes and Beliefs

This segment explores how individual cognition influences political views. Topics include:

- Perception and information processing: how biases like confirmation bias and motivated reasoning shape political judgments.
- Memory and recall: their role in constructing political narratives.
- Cognitive biases: such as the Dunning-Kruger effect, and their implications for political discourse.

Emotions and Motivations in Politics

Here, the focus shifts to the emotional undercurrents that drive political behavior. Key discussions involve:

- Emotion and decision-making: how feelings like fear, anger, and pride influence voting and activism.
- Motivated reasoning: how emotional investments reinforce existing beliefs.
- Empathy and moral outrage: their roles in shaping political engagement and conflict.

Group Identity and Social Influence

This section examines the powerful role of group dynamics. Topics include:

- Social identity theory: how group memberships influence political preferences.
- In-group/out-group biases: fostering polarization and conflict.
- Leadership and conformity: psychological drivers behind political obedience and rebellion.

Political Communication and Media Influence

Given the digital age, understanding how information shapes political psychology is crucial. This part covers:

- Media effects: including framing, agenda-setting, and the proliferation of misinformation.
- Social media's role: in amplifying polarization and echo chambers.
- Persuasion techniques: used by political actors to sway public opinion.

Political Violence and Extremism

Addressing more unsettling aspects, this section investigates the psychological roots of political violence. Topics include:

- Radicalization processes: psychological pathways leading individuals toward extremism.
- Dehumanization: as a mechanism enabling violence.
- Prevention and deradicalization: psychological strategies to counter violent extremism.

Applications and Policy Implications

The concluding sections translate theory into practice, emphasizing how insights from political psychology can inform policy and interventions. Topics include:

- Conflict resolution: strategies rooted in understanding psychological barriers.
- Promoting civic engagement: leveraging psychological principles to foster participation.
- Counteracting polarization: designing interventions to bridge divides.

The Significance of The Oxford Handbook of Political Psychology Oxford

This handbook's importance lies in its integrative approach, uniting diverse theoretical perspectives with empirical evidence. It offers a roadmap for understanding complex political phenomena through the lens of psychology, which is particularly vital in today's polarized and information-saturated environment.

Its contributions extend beyond academia, impacting policymakers, educators, and social activists. By elucidating how psychological factors influence political behavior, the book provides avenues for designing more effective communication strategies, fostering democratic resilience, and addressing societal conflicts.

Moreover, the handbook emphasizes the importance of interdisciplinary collaboration, encouraging political scientists, psychologists, neuroscientists, and sociologists to work together in unraveling the intricacies of human political life.

Impact and Future Directions

Since its publication, the Oxford Handbook of Political Psychology Oxford has been widely cited and regarded as a cornerstone in the field. It highlights emerging research areas, such as:

- Neuroscience and political cognition: exploring the neural correlates of political decision-making.
- Digital psychology: understanding online behaviors and their political implications.
- Cross-cultural studies: examining how cultural contexts influence psychological processes in politics.

Looking ahead, the volume underscores the need for continued research into how evolving technologies, demographic shifts, and global challenges influence political psychology. It advocates for a proactive approach to applying psychological insights to foster more resilient and inclusive democratic societies.

Conclusion

The Oxford Handbook of Political Psychology Oxford is more than just a compendium of research; it is a vital tool for understanding the human mind's role in shaping political landscapes. Its multidisciplinary synthesis offers a comprehensive view of how cognition, emotion, identity, and social influence intertwine to produce the complex tapestry of political behavior.

In an era marked by political upheaval, misinformation, and social division, insights from this handbook are invaluable. They equip scholars, practitioners, and citizens alike with the knowledge necessary to navigate and address the psychological roots of political phenomena, ultimately contributing to healthier, more informed democracies. As political psychology continues to evolve, this Oxford volume stands as a foundational reference guiding future research and practice in understanding the human dimensions of politics.

Question What topics are covered in the Oxford Handbook of Political Psychology? The Oxford Handbook of Political Psychology covers a wide range of topics including political attitudes, behavior, decision-making processes, identity, emotions, ideology, and the influence of cognitive and social factors on political processes. **Who are the primary contributors to the Oxford Handbook of Political Psychology?** The handbook features contributions from leading scholars in the field of political psychology, including experts in psychology, political science, sociology, and neuroscience, providing diverse perspectives and comprehensive insights. **How does the Oxford Handbook of Political Psychology address current political issues?** It explores contemporary topics such as polarization, misinformation, populism, and the psychological underpinnings of political extremism, offering research-based analyses relevant to today's political climate. **Is the Oxford Handbook of Political Psychology suitable for students and researchers?** Yes, it is designed for both students and researchers, providing foundational theories, recent advances, and extensive references to support academic and professional work in political psychology. **What is the significance of the Oxford Handbook of Political Psychology in the field?** It is considered a comprehensive and authoritative resource that synthesizes current research, advances understanding of political behavior, and guides future research directions in political psychology. **Does the Oxford Handbook of Political Psychology include cross-cultural perspectives?** Yes, it incorporates cross-cultural studies and

comparative analyses to understand how political psychological processes vary across different societies and cultural contexts. Where can I access the Oxford Handbook of Political Psychology? The handbook is available through academic libraries, bookstores, and online platforms such as Oxford University Press, often in both print and digital formats for institutional and individual purchase.

Related keywords: political psychology, Oxford handbook, political behavior, public opinion, political attitudes, political cognition, leadership, political identity, political communication, social psychology

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