

Table of Contents

List of Tables	13
List of Figures	15
List of Abbreviations	17
1 Introduction.....	19
1.1 Concept	21
1.2 Terminology	26
1.3 Research Model and Outline	31
2 Background	37
2.1 Digitisation and its Implications	38
2.1.1 Systematisations	39
2.1.2 Literature Review	46
2.1.3 Summary: Implications of Digitisation	63
2.2 Political Media Relations in the Digital Age	64
2.3 Summary and Interim Conclusion	75
3 Political Media Relations as an Elite Phenomenon:	
Theoretical Considerations and Implications	79
3.1 Political Media Relations and the Actors Defining Them	80
3.2 Theoretical Considerations	82
3.3 Summary and Implications	100
4 Empirical Analyses: Perceptions and Adaptations of Digitisation	107
4.1 Methodology	108
4.2 Assumptions	113
4.3 Perceptions of Digitisation	117
4.3.1 Communication Professionals and their Professional Roles	119
4.3.2 Perceptions of Change	128
4.3.3 Summary and Interim Conclusion	145
4.4 Adaptations of Digitisation	149
4.4.1 New Means of Communication: Organisational Presences	151
4.4.2 New Means of Communication: Communicative Exchange	171
4.4.3 Communication Networks Between Politics and Media	181
4.4.4 Summary and Interim Conclusion	202
5 Discussion, Conclusion & Outlook	211
5.1 Perceptions and Adaptations of Digitisation	211

5.2 Political Media Relations Online as an Elite Phenomenon	214
5.3 Outlook	216
Literature	219
Appendix	233
List of Interviewees	233
Empirical Fact Sheet	235