

ABSTRACT

Dialogic communication and the Grand Old Party

Through the implementation of Computer-Mediated Communication, CMC, into our daily lives, the ways with which people communicate with one another have drastically changed. CMC has made communication with previously intangible others to become a possibility.

When dealing with CMC, communication researchers are often looking for the presence or absence of dialogic communication; dialogic communication referring to whether or not two-way communications, which is equally split between involved parties, is present. Since public relations deals with fostering and sustaining relationships with one's public, this is an example of one instance where public relations professionals can become involved in online dialogue.

When dialogic communication is present online, then the opportunity for relationships to be developed and maintained is also there. The adaptation of CMC into the political world, however, has been a long process that is still going on.

This study reveals the existence of both the principles of online dialogic communication and components of social media with regards to the state Republican Party Web sites and the Republican National Committee Web site.