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Kaid, Lynda Lee & Christina Holtz-Bacha. *Encyclopedia of Political Communication.* 2 vols. Sage, 2008. 1104p. photos: index. ISBN 978-1-4129-1799-5. $350. Ref Expanding the scope of their previous works, *The SAGE Handbook of Political Advertising* (2006) and *Political Advertising in Western Democracies* (1994), Kaid (telecommunications, Univ. of Florida) and Holtz-Bacha (chair, political communication division, International Communication Assn.) have assembled contributions from dozens of academics from around the globe for this timely two-volume text exploring, in nearly 600 entries, the intersection of politics and media. Although it is international in scope, the encyclopedia’s primary focus is the United States and, to a lesser extent, Europe. Each volume opens with an A-to-Z list of entries, followed by a listing of entries arranged by subject, closely mirroring the relevant listings found in the Library of Congress Subject Headings. Lucid and unbiased, the entries offer biographies of notable leaders (e.g., Zhelyu Zhelev of Bulgaria) and scholars and examine numerous theories, groups and organizations, key events, media outlets (e.g., the blogosphere), legal instruments, government institutions, and influential books and films critical to understanding of this complex, interdisciplinary field. While a comprehensive examination of every relevant topic in this discipline would be impossible in just two volumes, the editors come close to delivering just that. ***BOTTOM LINE*** This work is considerably more comprehensive (by about 700 pages) than CQ Press’s single-volume *Encyclopedia of Media and Politics.* Such a wide-ranging exploration comes at double the cost of its competitor, however. Recommended for academic libraries. [Available electronically through SAGE eReference as well as Gale Virtual Reference Library.]-Daniel Sitten, Cariboo Regional Dist. Lib., Williams Lake, B.C.