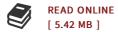




The 2008 Presidential Campaign: A Communication Perspective

By -

Rowman & Littlefield Publishers. Paperback. Book Condition: New. Paperback. 320 pages. Dimensions: 8.9in. x 5.9in. x 0.9in.Presidential campaigns are our national conversationsthe widespread and complex communication of issues, images, social reality, and personas. In 2008, more people participated in the conversation, as voter numbers in every demographic group increased to levels of the 1970s. Here, political communication specialists break down the historic 2008 presidential campaign and go beyond the quantitative facts, electoral counts, and poll results of the election. Factoring in everything from the campaign in popular culture, political cartoons, and the effect of celebrity, the authors look at the early campaign period, the nomination process and conventions, the social and political context, the debates, the role of candidate spouses, candidate strategies, political advertising, and the use of the Internet. This enlightening book shows why more technology doesnt always mean more effective communication and how, as we attempt to make sense of our environment, we collect political bits of communication that comprise our voting choices, worldviews, and legislative desires. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



Reviews

It in a of the most popular publication. It is actually rally intriguing throgh looking at time period. Your daily life span is going to be change the instant you total reading this publication.

-- Mrs. Shanna Mann

I actually started off looking over this publication. Indeed, it really is play, nevertheless an amazing and interesting literature. Its been printed in an exceedingly basic way and is particularly just right after i finished reading this ebook by which actually altered me, affect the way i believe. -- Toney Bernhard