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Autore	Willetts, Ronald F.
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Altri autori (Persone)	HendricksJohn Allen DentonRobert E., Jr.
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Nota di contenuto

Communicator-in-Chief; Contents; Tables; Preface; Acknowledgments; Chapter 01: Political Campaigns and Communicating with the Electorate in the Twenty-First Century; Chapter 02: Gadgets, Gismos, and the Web 2.0 Election; Chapter 03: "RT @BarackObama We just made history": Twitter and the 2008 Presidential Election; Chapter 04: Who Wants to Be My Friend? Obama, Youth, and Social Networks in the 2008 Campaign; Chapter 05: My Fellow Blogging Americans: Weblogs and the Race for the White House; Chapter 06: Obama and Obama Girl: YouTube, Viral Videos, and the 2008 Presidential Campaign Chapter 07: E-mail and Electoral Fortunes: Obama's Campaign Internet Insurgency Chapter 08: Game ON: Video Games and Obama's Race to the White House; Chapter 09: Political Campaigns in the Twenty-First Century: Implications of New Media Technology; Bibliography; Index; About the Editors; About the Contributors

Sommario/riassunto

Communicator-in-Chief examines the role of new media technologies such as e-mail, Twitter, Facebook, MySpace, YouTube, blogs, video games, texting and the Internet in the historic 2008 presidential campaign. Politicians of the twenty-first century will use the Obama campaign's new media technology strategy to not only communicate with the electorate, but also raise money and motivate voters to go to the polling places on election day.