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Sommario/riassunto	Can the strategy of negative political advertising developed in the United States succeed in Canada, or does this kind of advertising do

more harm than good? The year 1988 saw elections in both the United States and Canada. It also saw a turning point in the tenor of television campaign advertising. By the early 1990s there was a growing reliance upon negative political images and symbols. This book is about that growing reliance. While focusing on the use of "attack" ads, *Television Advertising in Canadian Elections* provides a historical overview of the growth o
