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| Nota di contenuto | Table of Contents -- List of Illustrations -- Preface -- Acknowledgments -- Part I: The 2014 Election: Issues and Agendas -- 1. Media, Message, and Mobilization: Political Communication in the 2014 Election Campaigns -- 2. The Cult(ure) of Analytics in 2014 -- 3. The "Documented Voter": Voter ID Messaging in the 2014 Texas Midterm Election -- 4. Commonsense Protections or Government Interference in Private Decisions? Competing Media Frames in the Battle over Tennessee's Abortion Amendment -- 5. Political Communication and Affective Polarization in the 2014 Midterm Elections for the US Senate: The Cases of Iowa, North Carolina, and Georgia -- Part II: Media Coverage and Effects of Television, Newspapers, and Late-Night Comedy Shows in 2014 -- 6. The 2014 Midterm Elections on Local Television: Frames, Sources, and Valence -- 7. Visual Framing of 2014 US Senate Campaign: Conflict Bias in News Coverage -- 8. The Serious Business of Late-Night Political Humor: Foreign Policy Issue Salience in |

the 2014 Midterm Elections -- Part III: Technology in the Political Process -- 9. The Influence of Twitter Posts on Candidate Credibility: The 2014 Michigan Midterms -- 10. Picturing the Senate Candidates: Image Building in the Twitterverse -- 11. Personalization and Gender: 2014 Gubernatorial Candidates on Social Media -- Part IV: Advertising in the 2014 Political Process -- 12. Campaign Advertising in Florida's 2014 Gubernatorial Election: Candidate Images, Voter Enthusiasm, and Partisanship -- 13. Midterm Voters: An Investigation of the Heuristic Systematic Processing Model and Political Advertisements -- 14. Blue Governors in Red States and Red Governors in Blue States -- About the Editors -- List of Contributors -- Index.

Sommario/riassunto

This book offers a comprehensive examination of midterm elections from the lens of communications and media coverage. Using a wide variety of methods, this contributed volume covers the differences, similarities, and challenges unique to midterm elections.
