

1. Record Nr.	UNINA9910255324603321
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Titolo	Communication and Midterm Elections : Media, Message, and Mobilization // by John Allen Hendricks, Dan Schill
Pubbl/distr/stampa	New York : , : Palgrave Macmillan US : , : Imprint : Palgrave Macmillan, , 2016
ISBN	9781137488015 1137488018
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (297 p.)
Disciplina	320
Soggetti	Political science Europe - Politics and government Elections Communication Political Science European Politics Electoral Politics Media and Communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
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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.
