

1. Record Nr.	UNINA9910309956103321
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Titolo	Orchestrating Public Opinion : How Music Persuades in Television Political Ads for US Presidential Campaigns, 1952–2016 // Paul Christiansen
Pubbl/distr/stampa	Amsterdam, : Amsterdam University Press, 2017 Amsterdam : , : Amsterdam University Press, , [2017] ©2017
ISBN	9789048531677 9048531675
Edizione	[1st ed.]
Descrizione fisica	1 online resource (276 pages) : illustrations
Disciplina	782.420973
Soggetti	Music in advertising - United States - 21st century Music in advertising - United States - 20th century Music - Political aspects - United States - History - 21st century Music - Political aspects - United States - History - 20th century Electronic books. United States USA
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Frontmatter -- Table Of Contents -- Acknowledgments -- Introduction -- 1. The Age Of Innocence: 1952 -- 2. Still Liking Ike: 1956 -- 3. The New Frontier: 1960 -- 4. Daisies For Peace: 1964 -- 5. This Time Vote Like Your Whole World Depended On It: 1968 -- 6. Nixon Now! 1972 -- 7. A Leader, For A Change: 1976 -- 8. The Ayatollah Casts A Vote: 1980 -- 9. Morning In America: 1984 -- 10. Horton Hears A "Who?": 1988 -- 11. It'S The Economy, Stupid! 1992 -- 12. At Millennium'S End: 1996 -- 13. Bush V. Gore: 2000 -- 14. Mourning In America: 2004 -- 15. Whatever It Takes: 2004, Continued -- 16. Yes, We Can: 2008 -- 17. The 47% Solution: 2012 -- 18. #Demexit: 2016 -- Conclusion -- Appendix 1. Interview With Jim Cole -- Appendix 2. Interview With Matthew Nicholl -- Glossary Of Selected Musical Terms -- Bibliography

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Sommario/riassunto

Analysis of political advertising tends to give music short shrift-which flies in the face of what we know about the power of music to set a mood, affect feelings, and influence our perceptions. This book is the first to offer a detailed exploration of the role of music in US presidential campaign advertising, from Eisenhower to the present, showing that in many cases music isn't simply one element in the presentation of an ad's message-it's the dominant factor, more important than images, words, or narration.
