

1. Record Nr.	UNINA9910345134903321
Autore	Schultz David A
Titolo	Lights, Camera, Campaign!: Media, Politics, and Political Advertising
Pubbl/distr/stampa	[Place of publication not identified], : Peter Lang Publishing Incorporated, 2004
Altri autori (Persone)	SchultzDavid A <1958-> (David Andrew)
Disciplina	324.7/3/0973
Soggetti	Communication in politics Mass media and world politics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	Introduction : selling candidates and soap / David A. Schultz -- Creating effective political ads / Arthur Sanders -- Developing "paid media" strategies : media consultants and political advertising / Stephen K. Medvic -- Two cheers for negative ads / Christopher J. Dolan -- Can a voter in New York make a candidate lose in California? : an experimental test of the release of early election results on voter turnout / Geoffrey D. Peterson -- Packaging the governor : television advertising in the 2000 elections / Christopher A. Cooper & H. Gibbs Knotts -- Message tailoring in Spanish : courting Latino voters in the 2000 presidential advertising campaign / Brendan J. Doherty & Melissa Cully Anderson -- The perfect storm of politics : media and advertising during the 2002 U.S. Senate campaign(s) in Minnesota / Amy E. Jasperson -- Bowling with Erskine and down home with Dole : re-packaging the candidates in the 2002 Senate race in North Carolina / Timothy Vercellotti -- From saxophones to Schwarzenegger : entertainment politics on late-night television / David A. Schultz -- Lights, camera, and an action hero! : Arnold Schwarzenegger and the media frenzy in the California recall / David L. Schechter -- Political advertising in Canada / Paul Nesbitt-Larking & Jonathan Rose -- Moving voters in the 2000 presidential campaign : local visits, local media / David C. King & David Morehouse.

