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Nota di contenuto	Preface by Robert E. Denton, Jr -- Part I Political Campaign Communication in 2016 Presidential Campaign -- Chapter 1 The Early Campaign of 2016: And They Just Kept Coming by Judith Trent -- Chapter 2 The Nomination Game: 2016 by Henry C. Kenski and Kate M. Kenski -- Chapter 3 The 2016 Presidential Nominating Conventions by Rachel L. Holloway -- Chapter 4 Presidential Debates 2012 by Ben Voth -- Chapter 5 Political Advertising in the 2012 U.S. Presidential Election by John Tedesco and Scott Dunn -- Chapter 6 The New Media Campaign of 2016 by John Allen Hendricks, Stephen F. Austin State University and Dan Schill -- Part II Studies of Communication in the

2016 Presidential Campaign -- Chapter 7 'Personae' in the 2016 Republican Nomination Campaign by Dennis D. Cali -- Chapter 8 A Gendered Influence in Campaign Debates? Exploring Hillary Rodham Clinton's Presidential Debate Performance by Mitchel S. McKinney and Mary C. Banwart -- Chapter 9 Issues of Gender in the 2016 Presidential Campaign by Robert E. Denton -- Chapter 10 The Politics of Hate: The Creation and Response to Wedge Issues by Rita Kirk and Stephanie Ann Martin -- Chapter 11 Political Scandals in the 2016 Presidential Campaign by David R. Dewberry -- Part III The 2016 Presidential Election -- Chapter 12 Campaign Finance and its Impact in the 2016 Presidential Campaign by Cacey Myers -- Chapter 13 Explaining the Vote in 2012 by Henry C. Kenski and Kate M. Kenski.

Sommario/riassunto

This volume focuses on the 2016 Presidential campaign from a communication perspective, with each chapter considering a specific area of political campaign communication and practice. The first section includes chapters on the early candidate nomination campaigns, the nominating conventions, the debates, political advertising and new media technologies. The second section provides studies of critical topics and issues of the campaign to include chapters on candidate persona, issues of gender, wedge issues and scandal. The final section provides an overview of the election with chapters focusing on explaining the vote and impact of new campaign finance laws and regulations in the 2016 election. All the contributors are accomplished scholars in their areas of analysis. Students, scholars and general readers will find the volume offers a comprehensive overview of the historic 2016 presidential campaign.