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Titolo	Political campaigning in referendums : framing the referendum issue / / laes H. de Vreese and Holli A. Semetko
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ISBN	1-134-27297-9 1-280-05503-0 0-203-33503-1
Descrizione fisica	1 online resource (237 p.)
Collana	Routledge research in political communication
Altri autori (Persone)	SemetkoHolli A
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Soggetti	Advertising, Political Political campaigns Referendum Elections Voting Electronic books.
Lingua di pubblicazione	Inglese
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Note generali	Simultaneously published in the USA and Canada.
Nota di bibliografia	Includes bibliographical references (p. [202]-217) and indexes.
Nota di contenuto	The importance of information in referendums -- The dynamics of a referendum campaign -- The context of the campaign -- The political parties' campaigns -- The yes and no camps -- The campaign in the news : polls, personalities and the multi-faceted issue of the euro -- The campaign in the news -- Elite framing of the issue -- Campaign effects -- Agenda-setting in a referendum -- Polls, strategy news and political cynicism -- Primed by the referendum -- Campaign effects of the vote -- The consequences of referendums -- Conclusions.
Sommario/riassunto	This book reviews the research on campaigns and elections and investigates the effects of campaigning in referendums, drawing on panel survey data, media content data, focus groups, and interviews with journalists and campaign managers. The authors argue that the media coverage not only influences public perceptions of the campaign, the referendum issue and the party leaders, but that, in a close race, it also shapes the voting and the political future of the incumbent party. The first study to investigate the dynamics and effects of a referendum

