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Sommario/riassunto

A Functional Analysis of Political Television Advertisements is a unique investigation into the extremely important medium of campaign advertising. The book analyzes presidential primary and general ads through 2012, ads from third party candidates, ads for governor and congress, and ads from foreign countries. It examines trends in political advertising content over time, contrasts different kinds of spots-primary versus general, incumbents versus challengers-and discusses the development of political ads over time.
