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Sommario/riassunto	Today's politicians and political groups devote great attention and care to how their messages are conveyed. From policy debates in Congress to advertising on the campaign trail, they carefully choose which issues to emphasize and how to discuss them in the hope of affecting the opinions and evaluations of their target audience. This groundbreaking text brings together prominent scholars from political science,

communication, and psychology in a tightly focused analysis of both the origins and the real-world impact of framing. Across the chapters, the authors discuss a broad range of contem
