

1. Record Nr.	UNINA9910463793803321
Autore	Craig Richard (Professor of journalism)
Titolo	Polls, expectations, and elections : TV news making in U.S. presidential campaigns // Richard Craig
Pubbl/distr/stampa	Lanham, [Maryland] : , : Lexington Books, , 2015 ©2015
ISBN	1-4985-0628-3 0-7391-9150-0
Descrizione fisica	1 online resource (253 p.)
Disciplina	070.4/4932470973
Soggetti	Television broadcasting of news - Political aspects - United States Television and politics - United States Presidents - United States - Election Mass media and public opinion - United States Journalism - Political aspects - United States Public opinion polls - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	<span><span>This study of U.S. presidential campaign coverage argues that journalists often tell audiences what actions candidates should take on the campaign trail based solely on whether they're leading or trailing in the polls. The study of TV coverage of the last twelve elections shows that such "expectation setting" has increased dramatically over time.</span></span>