

1. Record Nr.	UNINA9910465095903321
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Titolo	Political campaigns and political advertising : a media literacy guide / / Frank W. Baker ; foreword by David Considine
Pubbl/distr/stampa	Santa Barbara, California ; ; Denver, Colorado ; ; Oxford, [England] : , : Greenwood Press, , 2009 ©2009
ISBN	0-313-34755-7
Descrizione fisica	1 online resource (xxvi, 196 p.) : ill. ;
Classificazione	AP 17340
Disciplina	324.70973
Soggetti	Political campaigns - United States Advertising, Political - United States Media literacy - United States Electronic books. United States Politics and government 21st century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Foreword / by David Considine -- Acknowledgments -- Timeline : a history of media and politics -- Introduction -- Media literacy : understanding the meaning behind the messages -- Propaganda and spin : the power of the image over the word -- The media experts -- Analyzing photographs -- And then there was radio -- Why television? -- Popular appeals and techniques of persuasion in political advertising -- Analyzing campaign events -- The role of new media and new technology tools -- Trying to fix the money problem in elections -- Glossary -- Resources -- Index.