

1. Record Nr.	UNINA9910778005303321
Autore	Gutgold Nichola D
Titolo	Almost madam president [[electronic resource]] : why Hillary Clinton "won" in 2008 / / Nichola D. Gutgold
Pubbl/distr/stampa	Lanham, MD, : Lexington Books, c2009
ISBN	1-282-49422-8 9786612494222 0-7391-3373-X
Descrizione fisica	1 online resource (132 p.)
Collana	Lexington studies in political communication
Disciplina	324.9730931
Soggetti	Presidents - United States - Election - 2008 Political campaigns - United States Communication in politics - United States Women presidential candidates - United States - Language
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.
Nota di contenuto	Contents; Acknowledgments; Foreword; Chapter 01. Introduction: The Presidential Bid of Hillary Rodham Clinton; Chapter 02. Logging on for Your Vote: The Internet Announcement Speech; Chapter 03. Speaking for Herself: The Campaign Speeches; Chapter 04. Debating It and Debating It Again: The Many Debates of the Primary; Chapter 05. The Many and Varied Media Messages; Conclusion: Not Madam President; Madam Secretary; Bibliography; Index; About the Author
Sommario/riassunto	This book takes the reader on a rhetorical journey through Hillary Clinton's 2008 presidential campaign, focusing on Clinton's sophisticated 'You Tube' style announcement speech, the debates, and the many notable stump speeches and media events on the campaign trail. Along the way Gutgold examines the obstacles and opportunities of women as presidential candidates.