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Nota di contenuto	Preliminaries; Contents; Series Foreword; Acknowledgments; 1 Introduction: The Unique Rhetorical Situation of the Presidential Primary; 2 Primary Rules and Their Impact on Communication; 3 Speeches and Debates for Dozens and Millions; 4 Advertising in a Multi Candidate Field; 5 Through Media Eyes in the Pre-Television Era: News Media Shaping of the Primaries 1912 1952; 6 Through Media Eyes in the Age of Television: News Media Shaping of the Primaries 1972 1992; 7 Communication Patterns in Presidential Primaries 1912 2000 Knowing the Rules of the Game; Selected Bibliography; Index
Sommario/riassunto	A comparison of communication in the US presidential primaries of the 20th century. It examines the role of the candidates and the media during primary elections and the communication patterns that transcend time regarding political image, horse race coverage and negative campaigning.