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Altri autori (Persone)	DentonRobert E., Jr.
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Nota di contenuto	Contents; Figures; Tables; Preface; Acknowledgments; Chapter 1. The 2012 Presidential-Nominating Conventions and the American Dream: Narrative Unity and Political Division; Chapter 2. Change in the Communication Demands of Spouses in the 2012 Nominating Convention; Chapter 3. Presidential Debates 2012; Chapter 4. "His to Lose": Strategic Keys to Challenging the Incumbent in 2012; Chapter 5. Political Advertising in the 2012 U.S. Presidential Election; Chapter 6. "Death by Taxes": A Postmortem on Romney's Tax-Return Apologia Chapter 7. Presidential Campaigns as Cultural Events: The Convergence of Politics and Popular Culture in Election 2012Chapter 8. The New-Media Campaign of 2012; 9. Explaining the Vote in the Election of 2012: Obama's Reelection; Index; About the Editor and Contributors
Sommario/riassunto	This volume offers a unique and detailed examination of all stages of the 2012 presidential campaign, starting with the primaries and ending with post-election insights. Each chapter focuses on the campaign's communication variables, including images, messages, and debates. Special attention is paid to the roles and functions of new technologies.