

1. Record Nr.	UNINA9910780860803321
Titolo	Communicator-in-chief [[electronic resource]] : how Barack Obama used new media technology to win the white house // edited by John Allen Hendricks and Robert E. Denton, Jr
Pubbl/distr/stampa	Lanham, MD, : Lexington Books, c2010
ISBN	1-282-47920-2 9786612479205 0-7391-4107-4
Descrizione fisica	1 online resource (189 p.)
Collana	Lexington studies in political communication
Altri autori (Persone)	HendricksJohn Allen DentonRobert E., Jr.
Disciplina	324.973/0931
Soggetti	Presidents - United States - Election - 2008 Political campaigns - United States Communication in politics - United States Mass media - Political aspects - United States
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	Communicator-in-Chief; Contents; Tables; Preface; Acknowledgments; Chapter 01: Political Campaigns and Communicating with the Electorate in the Twenty-First Century; Chapter 02: Gadgets, Gismos, and the Web 2.0 Election; Chapter 03: "RT @BarackObama We just made history": Twitter and the 2008 Presidential Election; Chapter 04: Who Wants to Be My Friend? Obama, Youth, and Social Networks in the 2008 Campaign; Chapter 05: My Fellow Blogging Americans: Weblogs and the Race for the White House; Chapter 06: Obama and Obama Girl: YouTube, Viral Videos, and the 2008 Presidential Campaign Chapter 07: E-mail and Electoral Fortunes: Obama's Campaign Internet InsurgencyChapter 08: Game ON: Video Games and Obama's Race to the White House; Chapter 09: Political Campaigns in the Twenty-First Century: Implications of New Media Technology; Bibliography; Index; About the Editors; About the Contributors
Sommario/riassunto	Communicator-in-Chief examines the role of new media technologies such as e-mail, Twitter, Facebook, MySpace, YouTube, blogs, video

games, texting and the Internet in the historic 2008 presidential campaign. Politicians of the twenty-first century will use the Obama campaign's new media technology strategy to not only communicate with the electorate, but also raise money and motivate voters to go to the polling places on election day.
