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Descrizione fisica	1 online resource (200 p.)
Altri autori (Persone)	FranzMichael M. <1976->
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Soggetti	Political campaigns - United States Advertising, Political - United States
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The role of campaign advertising -- The problem of persuasion -- A brief primer on data and research design -- How race context matters -- How ad negativity and emotional appeals matter -- How receiver characteristics matter -- How ad coverage in news matters -- The future study of ad effects.
Sommario/riassunto	The Persuasive Power of Campaign Advertising offers a comprehensive overview of political advertisements and their changing role in the Internet age. Travis Ridout and Michael Franz examine how these ads function in various kinds of campaigns and how voters are influenced by them. The authors particularly study where ads are placed, asserting that television advertising will still be relevant despite the growth of advertising on the Internet. The authors also explore the recent phenomenon of outrageous ads that "go viral" on the web-which often leads to their replaying