

1. Record Nr.	UNINA9910783885003321
Autore	Connaughton Stacey L. <1971-, >
Titolo	Inviting Latino voters : party messages and Latino party identification / / Stacey L. Connaughton
Pubbl/distr/stampa	New York : , : Routledge, , 2005
ISBN	1-135-87417-4 1-135-87418-2 1-280-30252-6 9786610302529 0-203-32595-8
Descrizione fisica	1 online resource (212 p.)
Collana	Latino communities
Disciplina	324/.089/68073
Soggetti	Hispanic Americans - Politics and government Political parties - United States Party affiliation - United States Voting - United States United States Politics and government 1989- United States Ethnic relations Political aspects
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 (p. 181-200) and index.
Nota di contenuto	Cover; Latino Communities Emerging Voices; Latino Communities: Emerging VoicesAntoinette Sedillo-Lopez, General Editor; Title Page; Copyright Page; Table of Contents; Tables and Figures; Acknowledgments; Introduction; Chapter One Organizational Identity, Identification, and Political Parties; Chapter Two The Innovators and the Traditionalists; Chapter Three Invitations for Identification in Latino- Oriented Television Ads; Chapter Four (Party) Identifiers; Chapter Five Partisan Identification; Epilogue; Appendix A; Appendix B; Appendix C; Notes; Bibliography; Index
Sommario/riassunto	Latino's increasing numbers and their uncertain voting behaviors have enticed Democrats and Republicans to actively court this demographic group, seeking their partisan identification. Through in-depth interviews with campaign strategists, a quantitative analysis of Latino-

oriented television advertisements and a survey of Latino citizens, this project examines these efforts.
