

1. Record Nr.	UNINA990002804560403321
Autore	Ginella, Egisto
Titolo	Tecnica di borsa : dispense anno accad. 1949-50 / Egisto Ginella
Pubbl/distr/stampa	Milano, : Marzorati, 1950
Descrizione fisica	117 p. ; 25 cm
Collana	Università commerciale L. Bocconi, Istituto di studi sulle borse valori A. Lorenzetti ; 5
Locazione	ECA
Collocazione	6-61-TB
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910784949303321
Autore	Abrajano Marisa <1977->
Titolo	Campaigning to the New American Electorate : Advertising to Latino Voters / / Marisa Abrajano
Pubbl/distr/stampa	Stanford, CA : , : Stanford University Press, , [2020] ©2010
ISBN	0-8047-7470-6
Descrizione fisica	1 online resource (211 p.)
Disciplina	324.70973
Soggetti	Advertising, Political - Politics and government - United States Political campaigns - United States Hispanic Americans
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Front matter -- Contents -- Acknowledgments -- 1. Campaigning to a Changing American Electorate -- 2. A Theory of Information-Based

Advertising -- 3. Campaigning to Ethnic and Racial Minorities in the U. S. -- 4. Candidates' Advertising Strategies -- 5. Advertising Effects on the Latino Vote -- 6. The Consequences of an Information-Based Advertising Strategy -- 7. The Future of Ethnically Targeted Campaigns -- 8. Epilogue: The 2008 Campaigns -- Appendix A: Coding the Advertisements -- Appendix B: Constructing the Ad Exposure Variable -- Appendix C: Voter Learning and Vote-Choice Model Specification -- Notes -- References -- Index

Sommario/riassunto

Presuming that a strong relationship exists between one's identity and political behavior, American politicians have long targeted immigrant and ethnic communities based on their shared ethnic or racial identity. But to what extent do political campaign messages impact voters' actual decisions and behaviors? This new book is one of the first to examine and compare the campaign efforts used to target Latinos with those directed at the rest of the electorate. Specifically, it focuses on televised Spanish and English-language advertising developed for the 2000 and 2004 presidential elections, as well as for dozens of congressional and statewide contests from 2000–2004. Author Marisa Abrajano's research reveals exposure to these televised political ads indeed impacts whether Latinos turn out to vote and, if so, for whom they vote. But the effect of these advertising messages is not uniform across the Latino electorate. Abrajano explores the particular factors that affect Latinos' receptivity to political ads and offers key findings for those interested in understanding how to mobilize this critical swing group in American politics.