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Autore	Bystrom Dianne G
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Descrizione fisica	1 online resource (247 p.)
Collana	Gender Politics--Global Issues
Altri autori (Persone)	RobertsonTerry BanwartMary Christine KaidLynda Lee
Disciplina	324.7/3/0820973
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Note generali	Description based upon print version of record.
Nota di contenuto	Book Cover; Title; Contents; Women, Communication, and Politics: An Introduction; VideoStyle, WebStyle, and NewsStyle: A Framework for Gendered Analysis; VideoStyle: Communication Messages through Campaign Advertising; The Interaction of Electoral Status, Political Party, and VideoStyle; VideoStyles in the 2002 Kansas Governor's Race: A Case Study; Voter Reactions to Candidate VideoStyle; WebStyle: Communication Messages through Candidates' Web Sites; WebStyles in a North Carolina U.S. Senate Race and a Montana Gubernatorial Race: A Case Study; Voter Reactions to Candidate WebStyle NewsStyle: Media Coverage of Candidate PresentationNewsStyles in the 2000 New York U.S. Senate Campaign: A Case Study; Gendered Reactions to Media Coverage; Gendered Political Campaign Communication: Implications for the Future; Notes; References; Index
Sommario/riassunto	This book digs deep into US political campaigns of the last decade, sifting through thousands of ads, websites, and newspaper articles to find out how successful female candidates have been in breaking down gender stereotypes.

