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Nota di contenuto	Cover; Contents; List of Tables; List of Figures; PART I: An International Context for Political Advertising; 1 - Political Advertising in International Comparison; 2 - Methodologies for the Study of Political Advertising; PART II: Political Advertising in Commercial Broadcasting Systems; 3 - Political Advertising in the United States; PART III: Political Advertising in Public Television Systems; 4 - Political Advertising in the United Kingdom; 5 - Election Broadcasts in France; 6 - Political Advertising in Spain and Portugal; 7 - From Electoral Propaganda to Political Advertising in Israel 8 - Political Advertising and Democracy in Brazil 9 - Political Advertising in Chile; PART IV: Dual Systems of Public and Commercial Political Advertising; 10 - Political Advertising in Germany; 11 - Political Advertising on Television in the Nordic and Baltic States; 12 - Polispots in Greece: Between Partisanship and Media Logic; 13 - Sure to Come, But Temporarily Delayed: The Netherlands in Search of the Political Ad; 14 - TV Political Advertising in Italy: When Politicians Are Afraid; 15 - Political Advertising in Mexico; 16 - Political Advertising in Australia and New Zealand 17 - Political Advertising in Japan, South Korea, and Taiwan PART V:

Political Advertising Developments in Evolving Democracies; 18 - A Spiral of Post-Soviet Cynicism: The First Decade of Political Advertising in Russia; 19 - Political Communication and Advertising in Poland; 20 - Political Advertising in Hungarian Electoral Communications; 21 - Fifteen Years of Televised Political Advertising Developments in Bulgaria; 22 - Political Advertising in a "New" Democracy: The Czech Republic; 23 - Persuading Voters and Political Advertising in Turkey 24 - Political Advertising in Emerging Democracies: The Philippines, Hong Kong, Singapore, Indonesia, and Malaysia 25 - Deficient Democracies, Media Pluralism, and Political Advertising in West Africa; 26 - Political Advertising in South Africa; PART VI: Comparisons and Conclusions; 27 - Television Advertising and Democratic Systems Around the World: A Comparison of Videostyle Content and Effects; Index; About the Authors

Sommario/riassunto

The contributors to this text examine the differences, as well as the similarities of political advertising among the electoral processes of democracies globally. They address the effects of political advertising on the voters and the systems of which it is a part.
