

1. Record Nr.	UNINA9910790840503321
Autore	Coombs Danielle Sarver
Titolo	Last man standing : media, framing, and the 2012 Republican primaries // Danielle Sarver Coombs
Pubbl/distr/stampa	Lanham, Maryland : , : Rowman & Littlefield, , [2013] ©2014
ISBN	1-4422-2036-8
Descrizione fisica	1 online resource (196 p.)
Collana	Communication, media, and politics
Disciplina	324.973932
Soggetti	Mass media - Political aspects - United States Presidents - United States - Election - 2012 Presidents - United States - Nomination - History - 21st century Press and politics - United States Primaries - United States - History - 21st century
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 and index.
Nota di contenuto	Contents; Acknowledgments; 1 Setting the Stage; Understanding the Context; Understanding Framing in the 2012 Republican Primaries; Notes; 2 Unsettled Field; Meet the Candidates; The Race Begins; Notes; 3 The Race Intensifies; The Rise of Michele Bachmann; Pawlenty's "Failure to Launch"; Huntsman's "Difficulty Gaining Traction"; Romney's Focused Campaign; Perry: A Conservative's Dream; All Eyes on Iowa; Perry "Jolts" the Field; Paul's Predicament; Limiting the Pool; Notes; 4 The Rollercoaster Continues; The Candidates Debate: Simi Valley, CA and Tampa, FL; Perry versus Romney Perry under a Microscope Romney: The "Eat-Your-Vegetables" Candidate; Focus on Florida; The Rise (and Fall) of "Anti-Romney" Candidates; October Debates: Hanover, New Hampshire, and Las Vegas, Nevada; Moving Right; Romney: Establishment's Choice, but What About Voters?; The Influence of Debates; Getting Ready for the Final Stretch; Notes; 5 The Final Stretch; Cain: A Candidate Mired in Controversy; Vying for Support; Cain's Foreign Policy Debacle; Romney: Disciplined Campaigner; The Rebirth of Gingrich; The End of Cain; Campaigning in December: The Final Sprint Begins

Realities of the Winter Campaigns Rallying Behind a Conservative Candidate; Notes; 6 Voting Begins; The Iowa Caucuses Begin; Moving on to New Hampshire; South Carolina: The First Southern Primary; Creating Racial Tensions; Florida: Romney Fights Back; Santorum's Resurgence; Romney's Uncertain Terrain; Santorum: The Conservative Alternative?; Gingrich: His Own Worst Enemy; Paul: Looking for Leverage; Arizona and Michigan: Romney's Resurgence?; Notes; 7 Last Man Standing; A Delegate Strategy; Build-Up to Super Tuesday; No Clear Winner on Super Tuesday; Romney: No Excitement, No Inspiration Santorum's Wild Ride Gingrich and Paul: Still Running, Too; Mid-March Madness; April: The Race Winds Down; Romney: The Last Man Standing; Notes; 8 Conclusion; Framing Candidates and Issues; Impact of the Tea Party; What Happened in 2012?; Pragmatism versus Ideology; Appendix; Data Collection; Textual Analysis; Analytic Process; A Final Note on Methods; Notes; Bibliography; Index

Sommario/riassunto

When Barack Obama was re-elected president in November 2012, his Republican challenger, Mitt Romney, took the blame for being alternately too moderate or too conservative; his vast wealth made him unappealing to voters; and his robotic persona meant he just could not connect. How, then, did he win the nomination? This book examines mainstream media coverage of the 2012 Republican primary season to identify and examine the frames used to make sense of the candidates and the race.
