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Nota di contenuto	Considering the rhetoric and political communication of the 2016 election / Jeanine E. Kraybill -- Iowa 2016: the start of an unusual nomination contest / Donna R. Hoffman, Christopher W. Larimer, and Alison D. Howard -- The tone of debates: the difference between Democrats and Republicans during the primaries / Raul Madrid Jr -- Sending a message to who? Emails as campaign communication from presidential candidates / Mirya Holman and Abby Perkins -- "You should smile more!" Gender and press coverage of candidates during the 2016 presidential primary / Carrie Skulley -- Latina sophistication: policy issues and candidate choice in the 2016 presidential election / Ivy A.M. Cargile -- Chinese hoax vs. climate hope: an analysis of partisan environmental rhetoric in the 2016 presidential race / Stuart Wood -- Tweeting religion: the new God strategy of the 2016 presidential election / Jeanine E. Kraybill, Nicole Mirkazemi, and Randy Villegas -- The Twitter effect: how Trump used social media to stamp his brand and shape the media narrative on immigration / Chris Haynes and Jessica Sattler -- Learning from the rhetoric and political communication of the 2016 election, a reflective essay / Jeanine E.

Kraybill.

Sommario/riassunto

"This work examines how political rhetoric and communication shaped the contours, characteristics, and outcomes of the 2016 presidential election. The contributors demonstrate that voters were primed for an outsider candidate and how various rhetorical and communication strategies ultimately influenced the outcome of the election."--
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