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| Descrizione fisica | 1 online resource (192 p.) |
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| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | A theory of religious rhetoric in American campaigns -- Religious rhetoric in American political history -- Religious rhetoric and the politics of identity -- Religious rhetoric and the politics of emotive appeals -- The consequences of religious language on presidential candidate evaluations -- Civil religion identity and the task of political representation -- The rhetorical construction of religious constituencies. |
| Sommario/riassunto | "Examines the role of religious political rhetoric in American elections by analyzing both how political elites use religious language, and how voters respond to different expressions of religion in the public sphere" --Publisher's Web site. |