

1. Record Nr.	UNINA9910814949403321
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Titolo	The four pillars of politics : why some candidates don't win and others can't lead // James T. Kitchens and Larry Powell
Pubbl/distr/stampa	Lanham, Maryland ; ; London, [England] : , : Lexington Books, , 2015 ©2015
ISBN	1-4985-0723-9
Descrizione fisica	1 online resource (123 p.)
Collana	Lexington Studies in Political Communication
Disciplina	324.0973
Soggetti	Political culture - United States Communication in politics - United States Political psychology - United States Political candidates - United States
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 at the end of each chapters and index.
Nota di contenuto	Contents; Acknowledgements; 1 The Four Pillars of American Politics; 2 The First Pillar of the American Psyche; 3 The Second Pillar of American Politics; 4 Pillars of the American Psyche; 5 The Fourth Pillar of the American Psyche; 6 Why Voters Frighten Politicians; 7 Republicans versus Democrats; 8 The Republican Party; 9 The Democratic Party; 10 Practical Lessons; 11 Why Some Public Figures Can't Lead; Index; About the Authors
Sommario/riassunto	James T. Kitchens and Larry Powell examine why political messages appeal to voters in the United States by exploring the four pillars of the American psyche: fear, national narcissism, consumerism, and religiosity. These pillars, combined with the related matrix of attitudes, beliefs, and values, determine how political communication is understood.