1. Record Nr. UNINA9910815013203321 Political communication & strategy: consequences of the 2014 midterm Titolo elections / / edited by Tauna S. Sisco, Jennifer C. Lucas, Christopher J. Galdieri Akron, Ohio:,: University Of Akron Press,, 2017 Pubbl/distr/stampa ©2017 **ISBN** 1-62922-094-9 1-62922-095-7 Descrizione fisica 1 online resource (pages cm.) Collana Bliss Institute Series Disciplina 324.730973 Soggetti Communication in politics - United States Political campaigns - United States - History - 21st century United States Politics and government 2009-2017 Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Nota di bibliografia Includes bibliographical references. Nota di contenuto Introduction: political communication and strategy: consequences of the 2014 midterm elections / Tauna Sisco, Jennifer Lucas, and Christopher Galdieri -- Primaries & political communication : the nationalization of congressional primaries / Robert G. Boatright --Partisan extremity in the 2014 midterm elections: how primaries and incumbency influence polarized position-taking on campaign websites / Kevin Parsneau and Christopher Chapp -- Political communication & the Republican wave : party branding, marketing and mobilization in 2014 and beyond / Kenneth M. Cosgrove -- Selling the donkey :

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