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Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction : the democratic process, television, and polls -- Presidential campaigning and the rise of mass media -- Campaigning in the image-making age -- Polling as a political (and media) necessity -- Lesser expectations : early TV network poll usage -- Soaring expectations : you poll, I jump -- Splintering expectations : poll overkill and new media -- Conclusions and implications for future research.
Sommario/riassunto	<span><span>This study of U.S. presidential campaign coverage argues that journalists often tell audiences what actions candidates should take on the campaign trail based solely on whether they're leading or trailing in the polls. The study of TV coverage of the last twelve elections shows that such "expectation setting" has increased dramatically over time.</span></span>