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Sommario/riassunto	Drawing from a large national qualitative data set generated by 333 diverse participants from 12 different states across 6 U.S. regions, Mark P. Orbe offers a comprehensive look into public perceptions of Barack Obama's communication style, race matters, and the role of the media in 21st century politics. The book is the first of its kind and provides comprehensive, in-depth coverage of the similarities and differences that exist among diverse groups of everyday U.S. Americans.

