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Altri autori (Persone)	BartelsLarry M. <1956-> VavreckLynn <1968->
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Sommario/riassunto	What is wrong with American political campaigns? How could the campaign process be improved? This volume brings the expertise of leading political scientists to the public debate about campaign reform. These scholars probe the reality behind the conventional wisdom that nasty, vacuous campaigns dominated by big money and cynical media

coverage are perverting our political process and alienating our citizenry. Some of their conclusions will be startling to campaigners and critics alike. For example, attack advertisements prove to be no more effective than self-promotional advertisements, but are more substantive. Indeed, candidates in their advertisements and speeches focus more on policy and less on strategy and process than any major news outlet, including the New York Times. The volume suggests that, as a result, prospective voters in 1996 knew more about the candidates' issue positions than in any presidential election in decades, yet turnout and public faith in the electoral process continued to decline. For aspiring reformers, Bartels and his colleagues provide a bracing reality check. For students and scholars of electoral politics, political communication, and voting behavior, they provide an authoritative summary and interpretation of what we know about the nature and impact of political campaigns. The insights and evidence contained in this volume should be of interest to anyone concerned about the present state and future prospects of American electoral process. Larry M. Bartels is Professor of Politics and Public Affairs and Stuart Professor of Communications and Public Affairs in the Woodrow Wilson School, Princeton University. Lynn Vavreck is Assistant Professor of Government, Dartmouth College. Other contributors are Bruce Buchanan, Tami Buhr, Ann Crigler, John G. Geer, Kathleen Hall Jamieson, Marion Just, Daron R. Shaw, and John Zaller.
