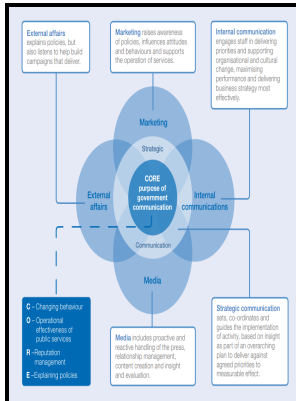


Political campaign communication - principles and practices

Praeger - Political Campaign Communication: Principles and Practices by Judith S. Trent



Description: -

- Lincoln, Abraham, 1809-1865

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Political Campaign Communication: Principles and Practices

Here, the authors walk readers through the germination and evolution of political campaigns as they take place in the American political system, and chart out the efficacy of different communication styles at each stage. The first section is devoted to a thorough study of the principles of political campaign communication. One hopes that the upcoming editions of the work will expand the geographic landscape of the scope of writing and take readers into domains of campaign communications as they transpire in other parts of the world as well.

Political Campaign Communication Principles and Practices

Review: Political Campaign Communication is deservedly an institution, established as the seminal study of election campaigning and the role of strategic communication since its first edition.

Political Campaign Communication Principles and Practices

It studies aspects like public speaking strategies and kinds of speeches, debates, interpersonal communication, advertising and new communication technologies social media like Facebook, Twitter, etc. Because campaign procedures in other parts of the world are often inspired by campaign features initially elaborated in an American context, it will also be of great interest to international students and scholars.

Political Campaign Communication: Principles and Practices

It provides readers with the tools required to put to effect the broader principles as understood in the chapters devoted to the principles of political campaign communication.

Political campaign communication : principles and practices : Trent, Judith S : Free Download, Borrow, and Streaming : Internet Archive

As the title suggests, this book focuses on the communication aspect of political campaigning set in the American electoral milieu. Updated to

reflect practices in the 2012 presidential campaign as well as the local, state, and congressional campaigns of 2014, *Political Campaign Communication* continues to be a classroom favorite—an insightful, thoroughly researched, and reader-friendly text. Trent and Friedenberg's classic text has been updated throughout to reflect recent election campaigns, including 2004 and 2006 as well as the early stages of Now in its sixth edition, *Political Campaign Communication* provides a realistic understanding of the strategic and tactical communication choices candidates and their staffs must make as they wage an election campaign.

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