



The 2004 Presidential Campaign: A Communication Perspective

By -

Rowman & Littlefield Publishers. Paperback. Book Condition: New. Paperback. 376 pages. Dimensions: 8.8in. x 5.8in. x 0.9in. Political communication specialists break down the 2004 presidential campaign and go beyond the quantitative facts, electoral counts, and poll results of the election. Factoring in everything from 527 groups to Fahrenheit 911, they look at the early campaign period, the nomination process, conventions, social and political contexts, the debates, the role of candidate spouses, candidate strategies, political advertising, and the use of the Internet. This enlightening book shows why more technology doesn't always mean more effective communication and how we collect political bits of communication that comprise our voting choices, worldviews, and legislative desires. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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