



Videostyle in Presidential Campaigns: Style and Content of Televised Political Advertising (Praeger Studies in Political Communication)

Anne Johnston, Lynda Kaid

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Since 1952, when Eisenhower's media consultants decided they could warm up the General's personality and overcome selective exposure by using short spots on television, advertising has played a major role in American presidential campaigns. By the late 1990s, candidates and their political parties spend hundreds of millions on TV ads. Political spots have become the dominant form of communication between voters and candidates.

Kaid and Johnston report the results of a systematic and thorough analysis of virtually all of the political commercials used in general election campaigns from 1952 through the 1996 presidential contest. Important to scholars, students, and other researchers involved with political communications, mass communications, and presidential elections.

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