



The 1996 Presidential Campaign: A Communication Perspective (Praeger Series in Political Communication)

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Political campaigns are highly complex and sophisticated communication events: communication of issues, images, social reality, and persons. They are essential exercises in the creation, re-creation, and transmission of significant symbols through human communication. As voters and others involved with the campaigns attempt to make sense of the political environment, political bits of communication inform voting choices, world views, and legislative desires.

The essays in this book examine the key elements in that process throughout the 1996 presidential campaign. Each focuses on a specific area of political campaign communication: the communication functions and activities across the campaign phases from nomination conventions through the debates, political advertising, the discussion and framing of issues, images of the candidates and their wives, the role and impact of network and local news, political cartoons, and the digital/on-line arena. This text will appeal to students and scholars alike as well as to concerned citizens involved with presidential politics and political campaigns.

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