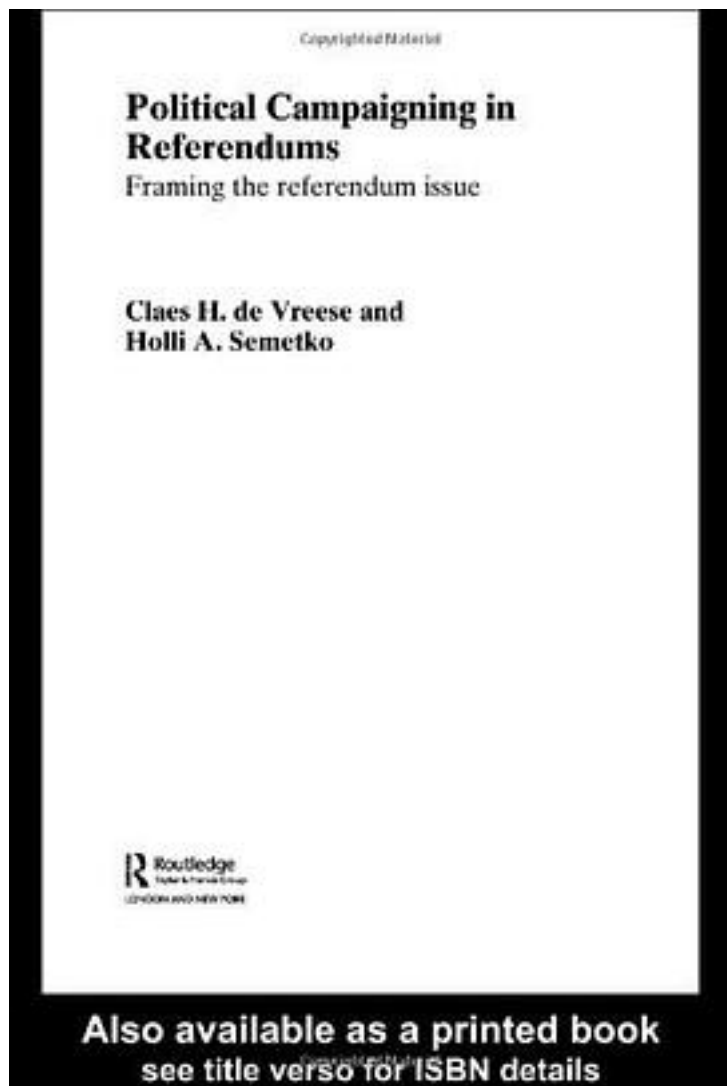


# Political Campaigning in Referendums



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出版者:Routledge

出版时间:2004-10-12

装帧:Hardcover

isbn:9780415349413

This book reviews the research on campaigns and elections and investigates the effects of campaigning in referendums, drawing on panel survey data, media content data, focus groups, and interviews with journalists and campaign managers. The authors argue that the media coverage not only influences public perceptions of the campaign, the referendum issue and the party leaders, but that, in a close race, it also shapes the voting and the political future of the incumbent party.

The first study to investigate the dynamics and effects of a referendum campaign on politicians, media and citizens, this innovative volume will be of interest to students and researchers of political communication.

作者介绍:

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