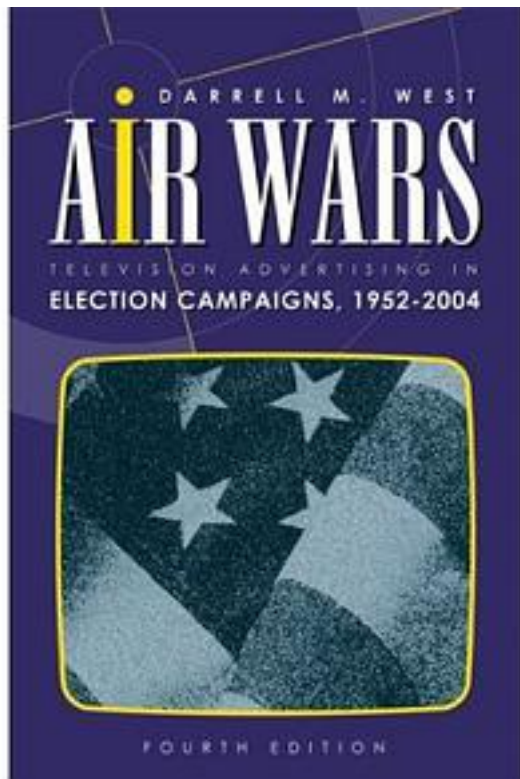


# Air Wars



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出版者:

出版时间:2009-3

装帧:

isbn:9780872897786

In his newly revised and updated fifth edition, West continues his in-depth examination of political advertising in election campaigns. Following advertising's evolution from 1952 to its use in contemporary races, West reveals how candidates plan advertising campaigns, how the media covers those campaigns, and, ultimately, how voters are influenced by them. Taking into account new data and the 2008 campaigns, every chapter has been thoroughly revised and updated. Placing the use of advertising and mass media in historical context, West offers significant updates, including: the face-off

between Obama and McCain in the general election; case studies of ad appeals during presidential and Senate campaigns; advertising strategies from the dramatic nomination fight between Clinton and Obama; advertising in congressional elections; material on ad buys, issue-advocacy advertising, and content analyses of campaign ads; and, ad stills aired during the 2008 elections.

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