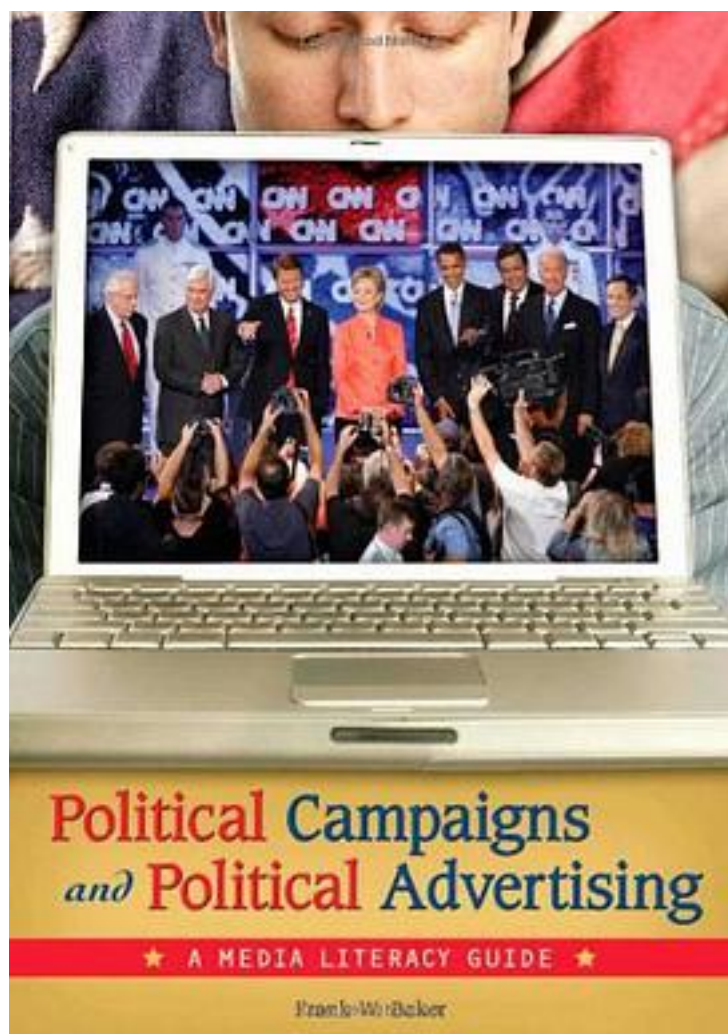


# Political Campaigns and Political Advertising



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Examining political campaigns and political advertising through the analytical lens of

media literacy, this well-illustrated and timely handbook guides readers through the maze of "spin" that is the hallmark of the modern political campaign. It dissects the persuasive strategies in the political messages we encounter in the media and demonstrates the importance of critical thinking in evaluating media "stories." Key concepts of media literacy are applied to political advertising in traditional media (newspapers, television, radio), the Internet, blogs, wikis, social networking, user-generated Web sites, and other electronic formats familiar to young voters.

作者介绍:

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