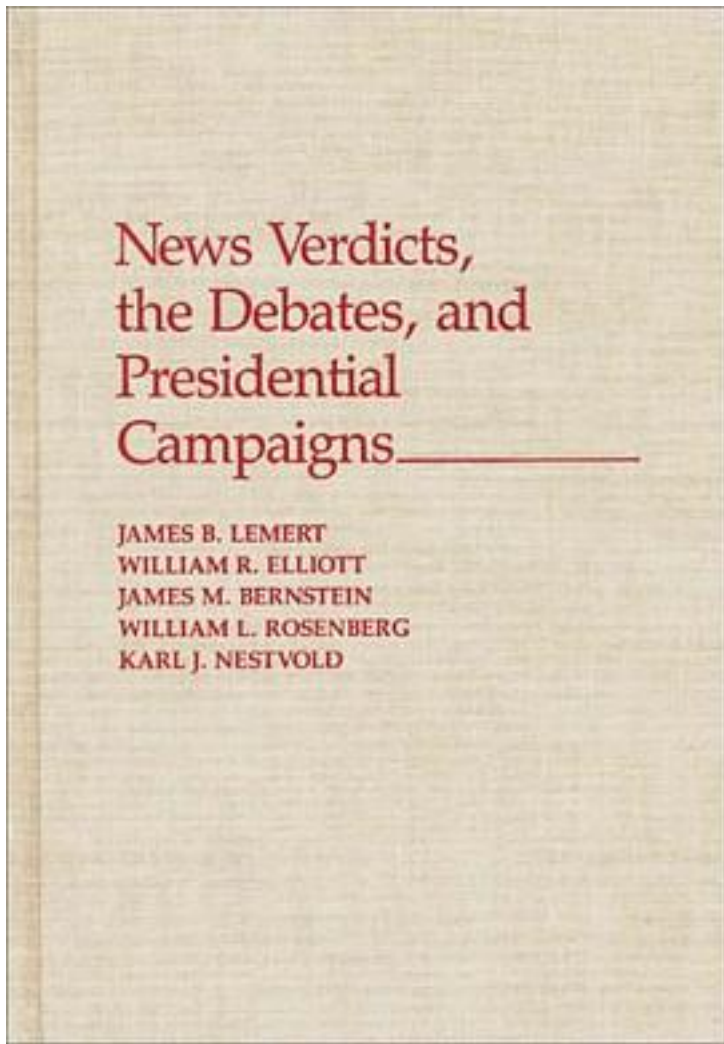


News Verdicts, the Debates, and Presidential Campaigns



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A study of verdict effects, this book gives new evidence that media assessments of presidential debates sways voters. The authors conducted 2500 surveys and analyses of news reports to scrutinize the post-debate news of 1988. They also examined the effects of the "attack ads" used by Bush and Dukakis. They found that news media consistently downplay debate content and instead emphasize their own views on candidate performance; media verdicts influence voters as much as the debates themselves. This work should be of interest to journalists, researchers and civic groups concerned with elections, government, campaign reform and communications.

作者介绍:

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