

*Librería*  
***Bonilla y Asociados***  
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**Título:**

**Autor:**

**Precio:** \$819.00

**Editorial:**

**Año:** 2014

**Tema:**

**Edición:** 1ª

**Sinopsis**

**ISBN:** 9781442216747

Presidential campaigns are our national conversations - the widespread and complex communication of issues, images, social reality, and personas. Political communication specialists break down the 2012 presidential campaign and go beyond the quantitative facts, electoral counts, and poll results of the election, to make sense of the "political bits" of communication that comprise our voting choices. The contributors look at the early campaign period, the nomination process and conventions, the social and political contexts, the debates, the role of candidate spouses, candidate strategies, political strategies, and the use of the Internet and other technologies