

Images, Issues, and Attacks explores important differences between incumbents and challengers in the uses of televised advertising in modern presidential elections. Elections since 1956 can be divided into three categories: elections with strong incumbents, the incumbent wins; elections with weak incumbents, the incumbent loses; and elections with surrogate incumbents, the vice president runs. Incumbent and challenger advertising emphasizes personal imagery, links the imagery to specific issues, and attacks rivals for opposing those images and issues. The first part of the book describes how incumbents and challengers used these themes in the elections from 1980 to 2000. The second part applies those findings to the 2004 election and shows how George W. Bush presented himself as a strong incumbent and how he and his challengers varied their mix of images, issues, and attacks over different periods of the election campaign.

Genealogy of the Loveland family in the United States of America from 1635 to 1892,; Containing the descendants of Thomas Loveland of Wethersfield, ... in the female line so far as ascertained, Corporate Warriors: The Rise of the Privatized Military Industry (Cornell Studies in Security Affairs) by Singer, P. W. [29 November 2007], Poems and Songs, Theres a Missionary Loose in the Kitchen!, Anmerkungen zu Multikulti: Warum eine hohe Zuwanderungsrate alles aufs Spiel setzt (German Edition), Designed for Relationship: Learning to Love God with All We Are,

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