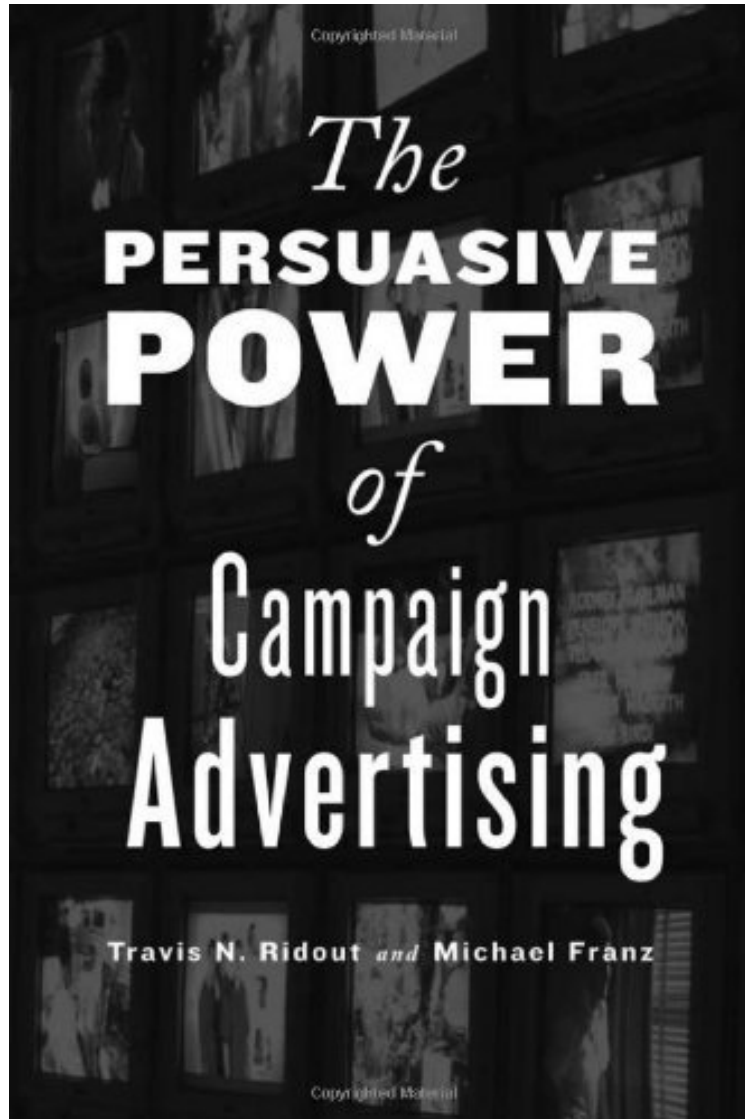


[Free] The Persuasive Power of Campaign Advertising

The Persuasive Power of Campaign Advertising

Travis N. Ridout, Michael M. Franz
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Travis N. Ridout, Michael M. Franz : The Persuasive Power of Campaign Advertising before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Persuasive Power of Campaign Advertising:

The Persuasive Power of Campaign Advertising offers a comprehensive overview of political advertisements and their changing role in the Internet age. Travis Ridout and Michael Franz examine how these ads function in various kinds of campaigns and how voters are influenced by them. The authors particularly study where ads are placed, asserting that

television advertising will still be relevant despite the growth of advertising on the Internet. The authors also explore the recent phenomenon of outrageous ads that "go viral" on the web-which often leads to their replaying as television news stories, generating additional attention. It also features the first analysis of the impact on voters of media coverage of political advertising and shows that televised political advertising continues to have widespread influence on the choices that voters make at the ballot box.

"The Persuasive Power of Campaign Advertising combines academic knowledge and the wisdom of experience in election campaigns. It is an important contribution to the fields of political communication and campaigns. I recommend this insightful analysis to political professionals, working journalists, communications specialists, as well as students of campaigning and lobbying. It is an excellent book for university students studying campaigns, political communication, and public relations." —James A. Thurber, Distinguished Professor and Director, Center for Congressional and Presidential Studies at American University