



The 2000 Presidential Campaign: A Communication Perspective (Praeger Series in Political Communication)

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Each chapter focuses on a specific area of political campaign communication, including:

- The early campaign period
- The nomination process and conventions
- Candidate strategies
- Presidential debates
- Political advertising
- The use of the Internet
- News coverage
- Political cartoons of the campaign

This definitive resource is ideal for scholars, students, the general public, and other researchers interested in political communication, American elections, presidential studies, political sociology, and journalism.

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