



Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback))

By Kenneth L. Hacker

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Editorial Review

About the Author

KENNETH L. HACKER is Assistant Professor of Communication Studies at New Mexico State University in Las Cruces. He holds degrees from Sonoma State University, California State University at Sacramento, and the University of Oregon. He has presented numerous papers and published articles and book chapters about political communication, with a primary focus on political images, language, and politics, and voter discourse and candidate images. His primary focus in studying candidate images is to describe and explain how voters influence each other through conversation and how that influence modifies their perceptions of candidates. He is also researching the effects of computer-mediated communication on political communication.

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