



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

By Kenneth L. Hacker

Download now

Read Online 

Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback)) By Kenneth L. Hacker

Since Nimmo and Savage's groundbreaking work, *Candidates and Their Images* (1976), there has been no book dedicated solely to the examination of political candidate images. This volume adds to the development of the candidate image construct initiated by Nimmo and Savage. It provides a compendium of state-of-the-art theory and research of candidate images and image formation in the U.S. presidential elections. The contributors to this work, among the best-known in the field of political communication, describe and explain how presidential election results hinge on voter perceptions of candidates and how candidates seek to construct images that attract the most votes. The volume integrates issues of voter decision-making, media messages, campaigning, debate effects, and political advertising into the development of political communication theory. It will be a valuable resource for scholars and students of political communication.

 [Download Candidate Images in Presidential Elections \(Praeger Series in Political Communication \(Paperback\)\)](#) .pdf

 [Read Online Candidate Images in Presidential Elections \(Praeger Series in Political Communication \(Paperback\)\)](#) 

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

By Kenneth L. Hacker

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

By Kenneth L. Hacker

Since Nimmo and Savage's groundbreaking work, *Candidates and Their Images* (1976), there has been no book dedicated solely to the examination of political candidate images. This volume adds to the development of the candidate image construct initiated by Nimmo and Savage. It provides a compendium of state-of-the-art theory and research of candidate images and image formation in the U.S. presidential elections. The contributors to this work, among the best-known in the field of political communication, describe and explain how presidential election results hinge on voter perceptions of candidates and how candidates seek to construct images that attract the most votes. The volume integrates issues of voter decision-making, media messages, campaigning, debate effects, and political advertising into the development of political communication theory. It will be a valuable resource for scholars and students of political communication.

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

By Kenneth L. Hacker Bibliography

- Sales Rank: #5482042 in Books
- Published on: 1995-09-14
- Original language: English
- Number of items: 1
- Dimensions: 9.02" h x .51" w x 5.98" l, .80 pounds
- Binding: Paperback
- 224 pages



[Download Candidate Images in Presidential Elections \(Praeger ...pdf](#)



[Read Online Candidate Images in Presidential Elections \(Praeger ...pdf](#)

Download and Read Free Online Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback)) By Kenneth L. Hacker

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.

Users Review

From reader reviews:

William Butcher:

The book Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback)) can give more knowledge and also the precise product information about everything you want. Exactly why must we leave the best thing like a book Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback))? Some of you have a different opinion about book. But one aim that book can give many info for us. It is absolutely appropriate. Right now, try to closer along with your book. Knowledge or data that you take for that, you are able to give for each other; you could share all of these. Book Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback)) has simple shape however you know: it has great and large function for you. You can appearance the enormous world by wide open and read a reserve. So it is very wonderful.

James Boyett:

Precisely why? Because this Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback)) is an unordinary book that the inside of the reserve waiting for you to snap the idea but latter it will zap you with the secret that inside. Reading this book beside it was fantastic author who write the book in such wonderful way makes the content interior easier to understand, entertaining technique but still convey the meaning fully. So , it is good for you because of not hesitating having this ever again or you going to regret it. This unique book will give you a lot of advantages than the other book have got such as help improving your talent and your critical thinking technique. So , still want to hold off having that book? If I were being you I will go to the publication store hurriedly.

Ryan Connors:

Don't be worry if you are afraid that this book may filled the space in your house, you will get it in e-book technique, more simple and reachable. This kind of Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback)) can give you a lot of buddies because by you checking out this one book you have issue that they don't and make anyone more like an interesting person. This book can be one of one step for you to get success. This book offer you information that possibly your friend doesn't recognize, by knowing more than additional make you to be great folks. So , why hesitate? Let's have Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback)).

Ronald Kleiman:

What is your hobby? Have you heard that will question when you got pupils? We believe that that problem was given by teacher to their students. Many kinds of hobby, All people has different hobby. So you know that little person like reading or as studying become their hobby. You need to understand that reading is very important and also book as to be the thing. Book is important thing to incorporate you knowledge, except your own personal teacher or lecturer. You discover good news or update regarding something by book. Amount types of books that can you go onto be your object. One of them is niagra Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback)).

**Download and Read Online Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback))
By Kenneth L. Hacker #X47OU20YLRP**

Read Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback)) By Kenneth L. Hacker for online ebook

Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback)) By Kenneth L. Hacker Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback)) By Kenneth L. Hacker books to read online.

Online Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback)) By Kenneth L. Hacker ebook PDF download

Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback)) By Kenneth L. Hacker Doc

Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback)) By Kenneth L. Hacker MobiPocket

Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback)) By Kenneth L. Hacker EPub

X47OU20YLRP: Candidate Images in Presidential Elections (Praeger Series in Political Communication (Paperback)) By Kenneth L. Hacker