



Television And Political Advertising

Edwin Diamond



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Political Advertising Lynda Lee Kaid, Christina Holtz-Bacha, 2006-06-14 The SAGE Handbook of Political Advertising provides a comprehensive view of the role political advertising plays in democracies around the world Editors Lynda Lee Kaid and Christina Holtz Bacha along with an international group of contributors examine the differences as well as the similarities of political advertising in established and evolving democratic governments Key Features Offers an international perspective This Handbook examines the political television advertising process that has evolved in democracies around the world including countries in Asia Europe Australia Africa Latin America and North America In addition a comparative overview addresses the effects of political advertising on the voters and the systems of which it is a part Provides comprehensive coverage For each country presented an analysis is given of its political advertising history its cultural implications the political and regulatory systems related to political advertising the effects of media system structures and the effects of new technologies Includes examples from recent elections The role specific candidate or party controlled television plays in a specific region s electoral process is examined Original research on recent elections confirms the expanding significance of this form of political communication This is an excellent resource for media professionals and practicing journalists as well as a welcome addition to any academic library It can also be used as a textbook for advanced undergraduate and graduate courses on Political Advertising in the fields of Political Science Communication Broadcasting Journalism and International Relations

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