



On Message: Communicating the Campaign

Pippa Norris, John Curtice, David Sanders, Margaret Scammell, Holli A Semetko

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To what extent are the techniques of campaigning and media management critical to the outcome of modern elections? This book brings together a group of leading scholars to provide a comprehensive analysis of the role and impact of political communications during election campaigns. They set the context of election campaigning in Britain, and the methodology used to understand media effects, review party strategies and resulting media coverage, and draw together evidence of the impact of the 1997 British General Election campaign, analyzing how far television and the press media influenced the public's civic engagement, agenda priorities, and party preferences.

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