



Political Campaign Communication: Principles and Practices (Communication, Media, and Politics)

Judith S. Trent, Robert V. Friedenberg

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Viewing political campaigns as communication phenomena, Trent and Friedenberg examine the communication principles and practices central to election campaigns. *Political Campaign Communication* provides readers with a realistic understanding of the strategic and tactical communication choices candidates and their staffs must make as they wage a political campaign. This edition has been updated to reflect what occurred in the 2000 election cycles, the 2002 election cycle, and the early stages of the 2004 election cycle.

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