The 2000 Presidential Election and the Foundations of Party Politics

The 2000 Presidential Election and the Foundations of Party Politics is an account of the closest presidential election in modern history. Although a study of just one election, it stakes claims applicable to all campaigns. This provocative work blends insights from the disciplines of communication and political science, explaining the accuracies and inaccuracies of each field. It draws on the largest continuous academic survey of the U.S. electorate and incorporates a detailed analysis of advertising buys with content analysis of network news. The authors argue that the 2000 outcome was close because the campaign made it so, thanks to well-conceived strategic initiatives first by the Bush campaign, then by the Gore campaign. The book shows how both ads and news coverage shaped the results of an election that according to forecasting models based on economic conditions should have been an easy victory for Gore.

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To the memory of Ambassador Walter Annenberg, whose generosity made the National Annenberg Election Study possible, and to Leonore Annenberg, whose support of the Annenberg Policy Center has ensured that the Study will prosper in the decades to come.
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