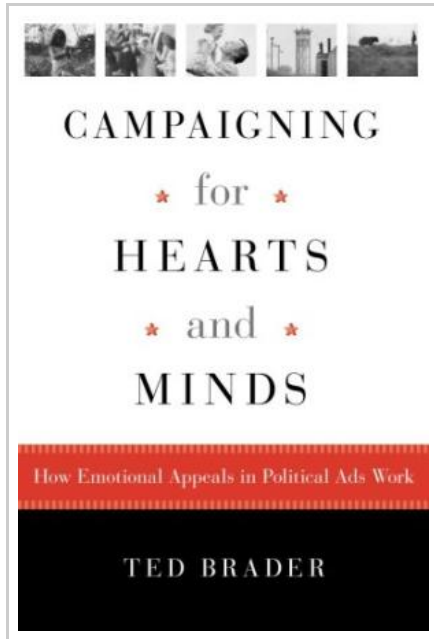




## Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion)

---

By Brader, Ted

University Of Chicago Press, 2006. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service!

Summary: List of Tables and Figures Acknowledgments 1. Appealing to Hopes and Fears 2. The Art and Science of Campaigning 3. The Political Psychology of Emotional Appeals 4. Emotion and the Motivational Power of Campaign Ads 5. Emotion and the Persuasive Power of Campaign Ads 6. Emotional Appeals in Ad Campaigns 7. Hearts and Minds: Rethinking the Role of Emotion in Political Life Appendix A. Experiments: Question Wording and Sample Appendix B. Multivariate Statistical Analyses: Full Results Appendix C. Advertising Content Analysis: Coding Rules Notes References Index.



**READ ONLINE**  
[ 8.85 MB ]

### Reviews

*It in a single of my favorite publication. I have read and so i am sure that i will likely to study again once again down the road. I am delighted to let you know that this is basically the greatest publication we have read inside my own life and might be he best pdf for possibly.*

-- **Maria Morar**

*Undoubtedly, this is actually the best operate by any publisher. It is among the most amazing pdf i have got read. Its been printed in an exceptionally straightforward way which is just after i finished reading this book in which actually altered me, change the way i believe.*

-- **Deonte Kohler PhD**