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By Lynda Lee Kaid, Christina Holtz-Bacha



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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.



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The SAGE Handbook of Political Advertising By Lynda Lee Kaid, Christina Holtz-Bacha Bibliography

- Sales Rank: #3195066 in Books
- Brand: Brand: SAGE Publications, Inc
- Published on: 2006-06-14
- Original language: English
- Number of items: 1
- Dimensions: 10.06" h x 1.28" w x 7.18" l, 2.33 pounds
- Binding: Hardcover
- 504 pages

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Review

"The new work includes substantial information on the state of political advertising in developing democratic countries in eastern Europe, Asia, and Africa. It would be useful as a beginning reference for individuals looking for background information on political advertising in various countries." (S. Lichtenauer 2007-03-30)

About the Author

Lynda Lee Kaid (Ph.D., M.S., B.A., Southern Illinois University) is Professor of Telecommunications and Senior Associate Dean of the College of Journalism and Communications at the University of Florida. She previously served as the Director of the Political Communication Center and supervised the Political Commercial Archive at the University of Oklahoma. Her research specialties include political advertising and news coverage of political events. A Fulbright Scholar, she has also done work on political television in several Western European countries. She is the author/editor of 14 books, including the Handbook of Political Communication Research, Videostyle in Presidential Campaigns, The Electronic Election, New Perspectives on Political Advertising, Mediated Politics in Two Cultures, Political Advertising in Western Democracies (SAGE, 1995), and Political Campaign Communication: A Bibliography and Guide to the Literature. She has received over \$1 million in external grant funds for her research efforts, including support from the U. S. Department of Commerce, the U.S. Department of Education, the National Endowment for the Humanities, and the National Science Foundation. She is a former chair of the Political Communication Divisions of ICA and NCA and has also served in leadership roles the American Political Science Association and the Association for Education in Journalism and Mass Communication.

Christina Holtz-Bacha (Ph.D.) is the current chair of ICA's Political Communication Division. In addition to her position at the University of Mainz (where she has taught since 1995), she has held positions at the University of Munich, the University of Bochum, the University of Minnesota?Minneapolis, and was a Fellow at the Shorenstein Center/John F. Kennedy School of Government at Harvard University in 1999. She is co-editor of the German journal Publizistik and sits on the editorial boards of Journal of Communication, Journal of Political Marketing; and European Journal of Communication. She is co-editor with Lynda Lee Kaid of Political Advertising in Western Democracies (SAGE, 1995).

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