



Manipulation of the American Voter: Political Campaign Commercials (Praeger Series in Political Communication)

Gary A. Copeland, Karen S. Johnson-Cartee

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Manipulation of the American Voter is a research-based examination of the theoretical and practical reasons for successful political advertising. It provides the means necessary to analyze political commercials, and by presenting the motives behind advertising strategies and tactics used in contemporary politics, the authors seek to free their readers from the inherent manipulation in political advertising. By analyzing political advertising as both a science and an art form, the authors unlock the mysteries of how millions of voters are manipulated each campaign season. This study, therefore, offers scholars and students of the electoral process the knowledge to see through the veil of political advertising and participate more fully in the political system.

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