



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.



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