



The Art of Campaign Advertising (American Politics Series)

G. R. Boynton

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Beginning with the first televised campaign advertisement, Boynton expertly surveys the early history of political commercials and discusses their growing impact on elections. His multimedia presentation provides a working set of categories for analysis and addresses such pertinent questions as these: How have televised campaign ads developed from the early black-and-white candidate promotions to today's multimillion dollar productions with their heavy emphasis on the negative? What are the basic categories of campaign ads, and what elements do they employ to communicate their messages? What can the student conclude from a sustained analysis of television campaign ads to date?

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