



The Persuasive Power of Campaign Advertising

Travis N. Ridout, Michael M. Franz

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The Persuasive Power of Campaign Advertising offers a comprehensive overview of political advertisements and their changing role in the Internet age. Travis Ridout and Michael Franz examine how these ads function in various kinds of campaigns and how voters are influenced by them.

The authors particularly study where ads are placed, asserting that television advertising will still be relevant despite the growth of advertising on the Internet. The authors also explore the recent phenomenon of outrageous ads that "go viral" on the web-which often leads to their replaying as television news stories, generating additional attention.

It also features the first analysis of the impact on voters of media coverage of political advertising and shows that televised political advertising continues to have widespread influence on the choices that voters make at the ballot box.

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