Robert E. Denton, Jr.
Editor

The 2016 US Presidential Campaign

Political Communication and Practice
## CONTENTS

### Section 1  Political Campaign Communication in the 2016 Presidential Campaign

1  Setting the Stage: Three Dimensions of Surfacing for 2016  
Craig Allen Smith  

2  Midnight in America: The Political Conventions in 2016  
Rachel L. Holloway  

3  The Presidential Debates 2016  
Ben Voth  

4  Political Advertising in the 2016 Presidential Election  
Scott Dunn and John C. Tedesco  

5  The Social Media Election of 2016  
John Allen Hendricks and Dan Schill  

### Section 2  Studies of Communication in the 2016 Presidential Campaign

6  Trump as Troll: Personae and Persuasive Inoculation in the 2016 Presidential Campaign  
Deronda Baughman and Dennis D. Cali  

---

xix
7 Issues of Gender in the 2016 Presidential Campaign
Robert E. Denton, Jr. 179

8 The Dark Power of Words: Stratagems of Hate in the 2016 Presidential Campaign
Rita Kirk and Stephanie A. Martin 205

9 From Benghazi to E-Mails: Two Sides of the Same Scandal
David R. Dewberry 231

Section 3 The 2016 Presidential Election

10 Campaign Finance and Its Impact in the 2016 Presidential Campaign
Cayce Myers 259

11 Explaining the Vote in the Election of 2016: The Remarkable Come from Behind Victory of Republican Candidate Donald Trump
Henry C. Kenski and Kate M. Kenski 285

Selected Bibliography 311

Index 317