The 2012 Presidential Campaign
A Communication Perspective

Edited by Robert E. Denton, Jr.
Contents

List of Figures vii
List of Tables ix
Preface xi
Acknowledgments xvii

1 The 2012 Presidential-Nominating Conventions and the American Dream: Narrative Unity and Political Division
Rachel L. Holloway 1

2 Change in the Communication Demands of Spouses in the 2012 Nominating Convention
Gwen Brown 23

3 Presidential Debates 2012
Ben Voth 45

4 “His to Lose”: Strategic Keys to Challenging the Incumbent in 2012
Craig Allen Smith 57

5 Political Advertising in the 2012 U.S. Presidential Election
John C. Tedesco and Scott W. Dunn 77

6 “Death by Taxes”: A Postmortem on Romney’s Tax-Return Apologia
Joseph M. Valenzano III and Jason A. Edwards 97

7 Presidential Campaigns as Cultural Events: The Convergence of Politics and Popular Culture in Election 2012
Jeffrey P. Jones 115
Contents

8 The New-Media Campaign of 2012
   John Allen Hendricks 133

9 Explaining the Vote in the Election of 2012: Obama's Reelection
   Henry C. Kenski and Kate M. Kenski 157

Index 193

About the Contributors 199