



Asking Questions about Political Campaigns (21st Century Skills Library: Asking Questions About Media)

Nancy E. Weiss

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Campaign ads are inescapable, especially in election years. Asking Questions about Political Campaigns shows what goes into those ads, how successful campaigns get their messages across, and how political campaigns and the media influence each other. Case studies prompt inquiry, further thinking, and close examination of specific issues. Additional text features and search tools, including a glossary and an index, help students locate information and learn new words.

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