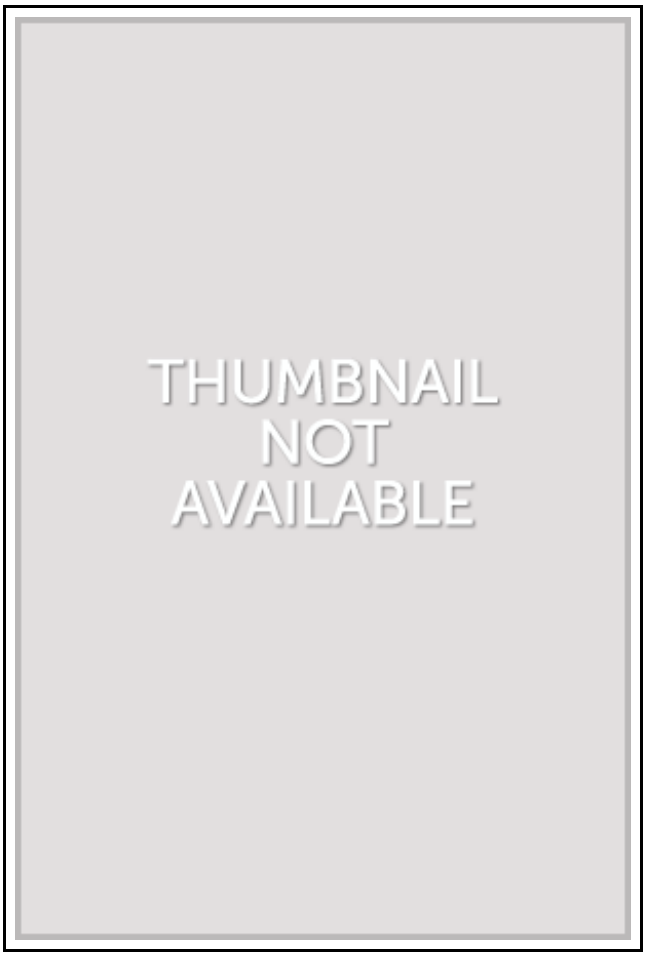
Crush on Obama." A Case Study on the Impact of YouTube-Videos on Political Campaigning



Filesize: 2.57 MB

Reviews

This book is really gripping and fascinating. I really could comprehended almost everything using this published e book. I am just very easily can get a delight of reading a published publication.
(Kailey Pacocha)

CRUSH ON OBAMA." A CASE STUDY ON THE IMPACT OF YOUTUBE-VIDEOS ON POLITICAL CAMPAIGNING

DOWNLOAD PDF

GRIN Verlag Jun 2014, 2014. Taschenbuch. Book Condition: Neu. 213x149x6 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2011 in the subject English - Applied Geography, grade: 1,0, Carl von Ossietzky University of Oldenburg, language: English, abstract: The video sharing website YouTube has become a phenomenon that is part of an increasing number of people s lives and also a part of the usual presidential rhetoric. Before the launch of YouTube in 2005, the enormous effects of this online phenomenon on all aspects of society could hardly be foreseen. In 2011, however, it is obvious that YouTube and other online media affect every day life, including political decision making, in many ways. The 2004 US presidential election is often referred to as the first internet election as the candidates (Howard Dean in particular) started to use blogs and websites to raise money and convince voters online (Zielmann, Röttger 2009: 77). By 2008, the internet had become even more diverse and complex and offered a lot of new online functions like social networking sites (Facebook) and video sharing sites (YouTube). These new opportunities were used by most of the candidates in the 2008 presidential election. The later US President Barack Obama as well as his internal opponent Hillary Clinton made use of the internet to spread their political messages and address especially the younger voters. A study that was conducted by the Pew Internet & American Life Project during the 2008 election campaign proved that 40% of all adults accessed information about politics on the internet. It also showed that viewers of politically relevant YouTube videos ha[d] become a key part of at least some campaign events (Rainie, Smith 2008). In 2008, the online world was not new to most people,...

Read Crush on Obama." A Case Study on the Impact of YouTube-Videos on Political Campaigning Online
Download PDF Crush on Obama." A Case Study on the Impact of YouTube-Videos on Political Campaigning

Other Kindle Books



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

Read Book »



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

Read Book »



Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English] (Paperback)

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

Read Book »



Molly on the Shore, BFMS 1 Study score

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 26 pages. Dimensions: 9.7in. x 6.9in. x 0.3in.Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English...

Read Book »



The Bells, Op. 35: Vocal Score (Paperback)

Petrucci Library Press, United States, 2013. Paperback. Book Condition: New. 276 x 214 mm. Language: Russian . Brand New Book ***** Print on Demand *****.Composed in 1913 to Konstantin Balmont s free adaptation in Russian...

Read Book »