

Willis Jr. High *Communications in History* Project

Topic: American Presidential Campaigns and Mass Media: How Do Americans Make Decisions

Search Terms:

Presidential campaigns and media, Media and presidents, Elections, Media and elections

Reference works:

“Mass Media.” *The American Political Dictionary*, p 87. (REF 320.47303 PLANO)

Books:

The media and politics (YA 302.23 MEDIA)

Elections, p 41-55 (YA 324.7 MAJURE)

Hats in the ring: an illustrated history of American presidential campaigns (324.973 CORNOG)
Check the index for “media, influence of.”

Everything you think you know about politics...and why you're wrong (324.70973 JAMIESON)

Videos/DVD:

John F. Kennedy vs. Richard M. Nixon: primary source: the first televised presidential debate.
(329.973 GREAT)

Websites:

“The Role of the Media” <<http://usinfo.state.gov/products/pubs/archive/elect00/media.htm>>

ACBNEWS Vote 2004: “Star-Studded Poses”
<http://abcnews.go.com/sections/Politics/Vote2004/mass_media_bush_kerry_040823-1.html>

Magazine Database Articles:

Herbert, Bob. “Looking Beyond Charisma.” *The New York Times*, July 9, 2004. Online:
Opposing Viewpoints Resource Center.