



The Internet - The Key To Win an Election Campaign

By Danny Teichmann

GRIN Verlag Feb 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay aus dem Jahr 2010 im Fachbereich Medien / Kommunikation - Medien und Politik, Pol. Kommunikation, Universität Leipzig, Sprache: Deutsch, Abstract: The presidential election campaign of Barack Obama was declared as the first Internet-Campaign and in the American media there was talk of a transformation of the traditional campaigning. Hillary Clinton announced her presidential candidature in January 2008 not at a press conference but on the internet. 'The 2008 campaign will be the first truly 21st Century presidential race.' wrote Arianna Huffington at The Huffington Post on August 02 in 2007. It is the same in politics as it is in every other part of our society: The internet becomes more and more important. Even the reasons are the same, the internet provides numerous considerable advantages which must not be wasted. Modern politicians from many countries have realized this and try to use the internet for their activities. The main aspect which makes the internet the number one medium of our society is its function as a communication platform. The amount of data and information available...



READ ONLINE
[6.25 MB]

Reviews

An incredibly wonderful ebook with perfect and lucid explanations. I really could comprehend every little thing using this written e publication. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Tomas Flatley**

Completely essential read through ebook. This can be for all who state there was not a well worth reading. You won't really feel monotony at any time of your own time (that's what catalogs are for relating to if you request me).

-- **Maud Mitchell**