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Communication problems faced by presidential candidates in modern elections are examined from a variety of perspectives. The book focuses on the decisions candidates must make about political discourse, such as the speeches, interviews, debates, and ads which make up national campaigns, and the media reporting of these messages. The contributors include Frederick J. Antczak, Sandra Bauman, Paul E. Corcoran, Suzanne M. Daughton, Gail Fairhurst, Richard Gregg, Susan Herbst, Montague Kern, Kathleen E. Kendall, Joshua Meyrowitz, Diana Owen, Marilyn Roberts, Craig A. Smith, Mary E. Stuckey, Jimmie Trent, Judith Trent, and Ron Wendt.

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