



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...



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