

Table of Contents

Acknowledgments	xi
Introduction: An alienATION of the U.S. Electorate: The Divide and Conquer Election of 2012	1
Mitchell S. McKinney and Dianne G. Bystrom	
Section One: Media & Messages	13
Chapter One: Framing the 2012 Presidential Election on U.S. Television: Candidates, Issues, and Sources	15
Daniela V. Dimitrova	
Chapter Two: To Form a More Polarized Electorate? The Effect of Presidential Debates on Polarization, Partisanship, and Political Aggression	31
Joshua Hawthorne and Mitchell S. McKinney	
Chapter Three: Communicating with Voters 30 Seconds at a Time: Presidential Campaign Advertising 2012	48
Kelly L. Winfrey, Mary C. Banwart, and Benjamin R. Warner	
Chapter Four: Reaching Young Voters in the Middle: Party Loyalty and Perception of Political Participation	66
Kaye D. Sweetser	

Chapter Five: "No One Puts Baby in a Binder": The Resonance of Social Media Messages with College Students During the 2012 Presidential Campaign.....	79
Amy E. Jasperson	
Section Two: Issues.....	95
Chapter Six: Defining Fairness in the Economic Rhetoric of the 2012 Presidential Election	97
Jay P. Childers and R. McKay Stangler	
Chapter Seven: Health Care Reform: Core Value Differences Between Liberal and Conservative Candidates and Voters.....	116
Ann Gordon, Brett Robertson, and Lisa Sparks	
Chapter Eight: Gendered Framing of the 2012 Election: The "War on Women" as Rhetorical Strategy.....	134
Valerie M. Hennings and Dianne G. Bystrom	
Chapter Nine: Are Latinos Citizens? Labels, Race, and Politics in News Coverage of Immigration Reform.....	158
Sharon E. Jarvis and Clariza Ruiz De Castilla	
Chapter Ten: Debating Marriage Equality in the 2012 Elections	180
Hayley J. Cole and Mitchell S. McKinney	
Chapter Eleven: Articulating Interests and Advocating Issues: An Analysis of Congresswomen's Political Speech after the 2012 Election	201
Dianne G. Bystrom and Valerie M. Hennings	
Section Three: Electorate	223
Chapter Twelve: The Gender Gap in Presidential Vote Preference.....	225
Kate Kenski	
Chapter Thirteen: Black, White, and Latino: Message Strategies for a Divided Electorate	242
Charlton McIlwain and Stephen Maynard Caliendo	
Chapter Fourteen: Defying Expectations: Young Citizens' Political Attitudes and Participation in the 2012 Election	260
Leslie A. Rill and Mitchell S. McKinney	
Chapter Fifteen: Altar Calls: Religious Segmentation in Campaign Appeals	277
Brian T. Kaylor	

Chapter Sixteen: Working Together at Arm's Length: Bipartisan Rhetoric in the 2012 Presidential Campaign	296
Mike Milford	
Chapter Seventeen: Affective Polarization from Campaign Communication: Alienating Messages in the 2012 Presidential Election.....	310
Benjamin R. Warner and Molly Greenwood	
Conclusion: Reflections on the 2012 Election: An Agenda Moving Forward	328
Dianne G. Bystrom and Mary C. Banwart	
About the Contributors.....	337