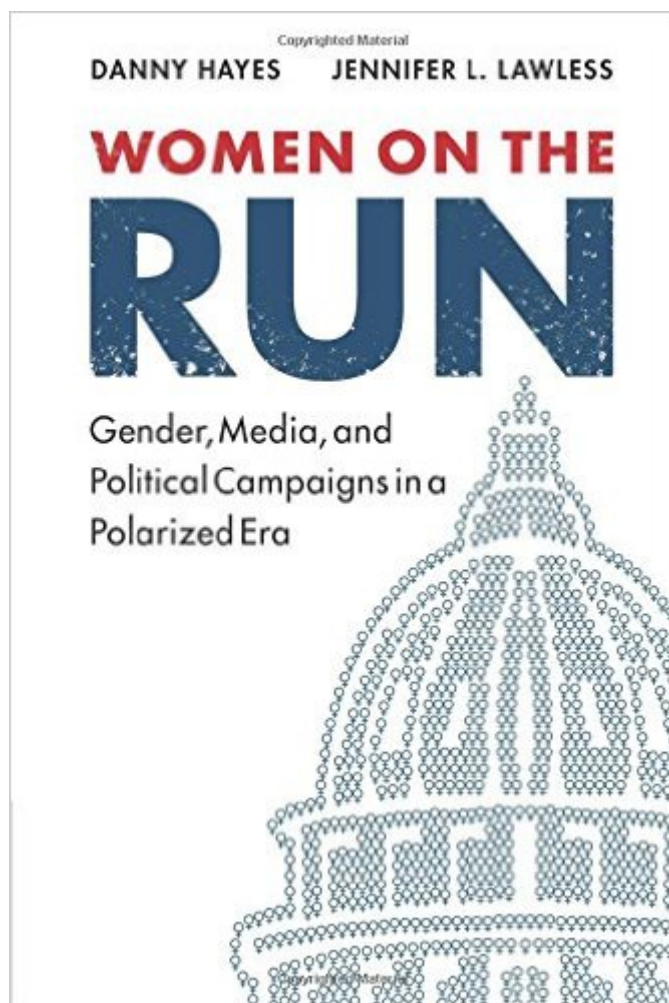


The book was found

Women On The Run: Gender, Media, And Political Campaigns In A Polarized Era



Synopsis

Claims of bias against female candidates abound in American politics. From superficial media coverage to gender stereotypes held by voters, the conventional wisdom is that women routinely encounter a formidable series of obstacles that complicate their path to elective office. *Women on the Run* challenges that prevailing view and argues that the declining novelty of women in politics, coupled with the polarization of the Republican and Democratic parties, has left little space for the sex of a candidate to influence modern campaigns. The book includes in-depth analyses of the 2010 and 2014 congressional elections, which reveal that male and female House candidates communicate similar messages on the campaign trail, receive similar coverage in the local press, and garner similar evaluations from voters in their districts. When they run for office, male and female candidates not only perform equally well on Election Day - they also face a very similar electoral landscape.

Book Information

Paperback: 196 pages

Publisher: Cambridge University Press; Reprint edition (May 3, 2016)

Language: English

ISBN-10: 1107535867

ISBN-13: 978-1107535862

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 9.6 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (1 customer review)

Best Sellers Rank: #331,621 in Books (See Top 100 in Books) #55 in [Books > Politics & Social Sciences > Politics & Government > Specific Topics > Women in Politics](#) #472 in [Books > Politics & Social Sciences > Politics & Government > Elections & Political Process > Elections](#) #2491 in [Books > Politics & Social Sciences > Politics & Government > United States](#)

Customer Reviews

I'm finding this book very interesting. I can't wait to read more!

[Download to continue reading...](#)

Women on the Run: Gender, Media, and Political Campaigns in a Polarized Era
Gender Born, Gender Made: Raising Healthy Gender-Nonconforming Children
Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn

(Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) The Fredericksburg Campaign : October 1862-January 1863 (Great Campaigns Series) (Great Campaigns of the Civil War) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Political Theology: Four New Chapters on the Concept of Sovereignty (Columbia Studies in Political Thought / Political History) O Sisters Ain't You Happy?: Gender, Family, and Community Among the Harvard and Shirley Shakers, 1781-1918 (Women and Gender in Religion) Gender and Jim Crow: Women and the Politics of White Supremacy in North Carolina, 1896-1920 (Gender and American Culture) Women, Work, and Politics: The Political Economy of Gender Inequality (The Institution for Social and Policy Studies) Cracking the Highest Glass Ceiling: A Global Comparison of Women's Campaigns for Executive Office (Women and Minorities in Politics) Polarized America: The Dance of Ideology and Unequal Riches (Walras-Pareto Lectures) Polarized Light Microscopy The Early Morning of War: Bull Run, 1861 (Campaigns and Commanders Series) Bull Run to Gettysburg: American Civil War Rules and Campaigns Second Bull Run Campaign (Great Campaigns) The Second Bull Run Campaign: July-August 1862 (Great Campaigns) Ambiguous Images: Gender and Rock Art (Gender and Archaeology) Gender and the Social Construction of Illness (Gender Lens) The Gender Quest Workbook: A Guide for Teens and Young Adults Exploring Gender Identity French Gender Drill: Learn the Gender of French Words Without Any Memorization

[Dmca](#)