



The Mass Media and Latino Politics: Studies of U.S. Media Content, Campaign Strategies and Survey Research: 1984-2004 (Routledge Communication Series)

Federico A. Subervi-Vélez

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The Latin-American population has become a major force in American politics in recent years, with expanding influences in local, state, and national elections. The candidates in the 2004 campaign wooed Latino voters by speaking Spanish to Latino audiences and courting Latino groups and PACs. Recognizing the rising influence of the Latino population in the United States, Federico Subervi-Velez has put together this edited volume, examining various aspects of the Latino and media landscape, including media coverage in English- and Spanish-language media, campaigns, and survey research.

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