



LIBYAN INTERNATIONAL MEDICAL UNIVERSITY
FACULTY OF BUSINESS ADMINISTRATION
Dissemination of the campaign message

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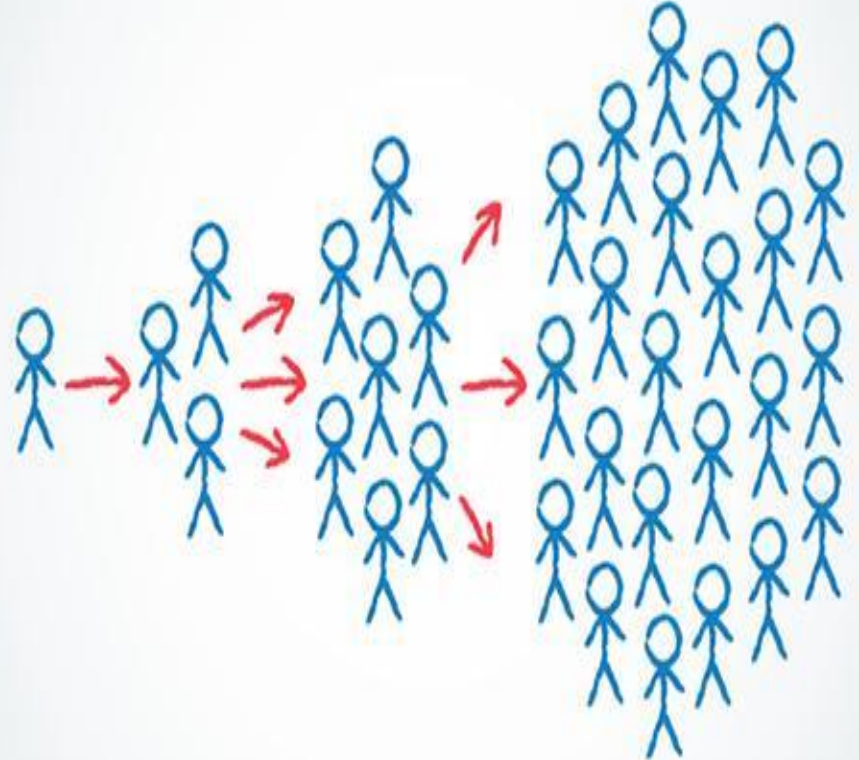


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The Definition

“the action or fact of spreading something, especially information, widely”



Types

1. Printed
2. TV
3. Online
4. Radio



Printed



TV



A photograph of Pat Toomey, a man in a dark suit, white shirt, and striped tie, looking upwards and to the right. He is positioned on the left side of the frame. The background is a red field with five yellow stars, characteristic of the Chinese national flag. The stars are slightly out of focus and appear to be floating or layered over the background. The text is overlaid on the right side of the image.

PAT TOOMEY.

Fighting for jobs.

In China.

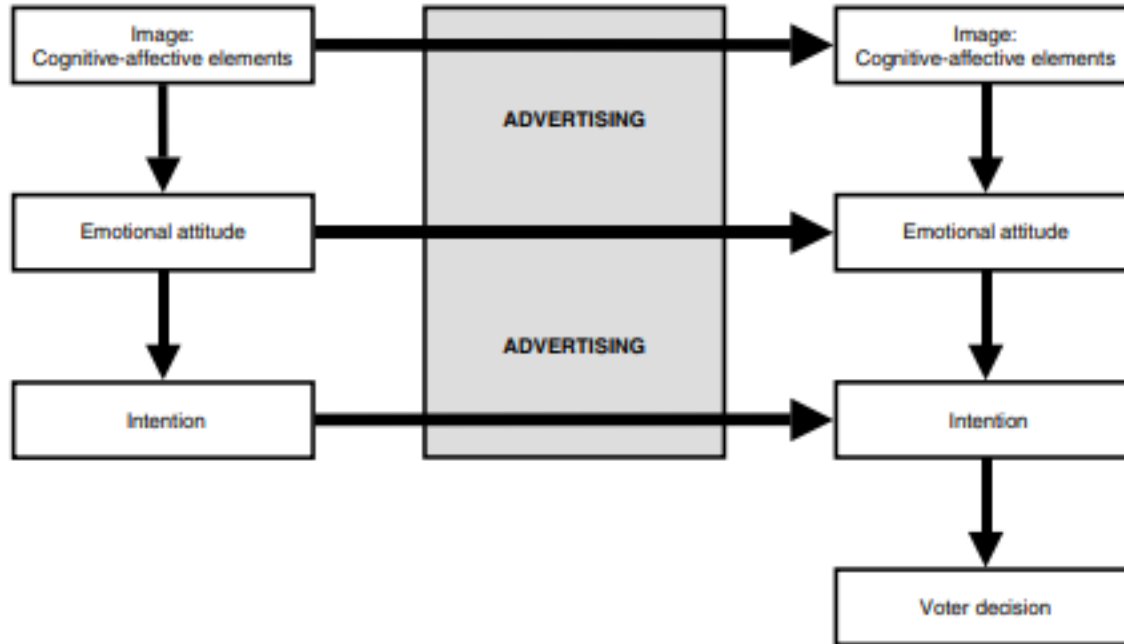
Online



Radio



The negative effect



Effect:

1. On voter knowledge
2. On candidate
3. On party
4. On general attitude



propublica



References

- Political marketing by bruce newman
- Propublica.com
- Political development theory and the dissemination of democracy by Paul Cammack

Thank You

