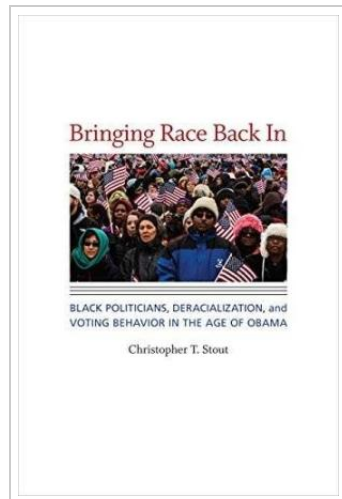




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Bringing Race Back In: Black Politicians, Deracialization, and Voting Behavior in the Age of Obama (Hardback)

By Christopher T. Stout

University of Virginia Press, United States, 2015. Hardback. Condition: New. Language: English . Brand New Book. Bringing Race Back In empirically investigates whether post-racial campaign strategies, which are becoming increasingly common, improve black candidates ability to mobilize and attract voters of all races and ethnicities. In contrast to existing studies, this analysis demonstrates that black candidates who make positive racial appeals (for example, racial appeals that indicate that the candidate will either advance black policy interests or highlight the candidate's connection to the black community without attacking outside political players) not only perform better among blacks; they also improve their standing among Latino voters. Moreover, these appeals do not diminish white voter support. This finding counters conventional wisdom, which suggests that black candidates can succeed in majority white settings only if they distance themselves from the black electorate. Following President Barack Obama's 2008 success, both scholars and the popular media began examining how black candidates address race and racial issues in their campaigns, and scholars and journalists are now exploring whether black voters rally around black candidates who fail to discuss racial issues or distance themselves from the black community. Bringing Race Back In addresses both of these issues...



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