



---

## Branding in Election Campaigns: Just a Buzzword or a New Quality of Political Communication?

Manuel Adolphsen,

---

---

Dissertation submitted to the Department of Media and Communications, London School of Economics and Political Science, September 2008, in partial fulfilment of the requirements for the MSc in Politics and Communication. Supervised by Dr Margaret Scammell and Dr Carolina Matos.

---

# Branding in Election Campaigns: Just a Buzzword or a New Quality of Political Communication?

Manuel Adolphsen

---

ABSTRACT





---

## 2. THEORETICAL CHAPTER













---

---













---

DATA SELECTION I: THE CASE OF THE DEMOCRATS' PRESIDENTIAL PRIMARIES  
2007/08

DATA SELECTION II: POPULATION AND SAMPLING

---

DEVELOPMENT OF CODING FRAME

















---

---

Figure 8:



---

Figure 9:











---

## 5. CONCLUSION



---

REFERENCES:





Electronic MSc Dissertation Series