



Americanization of the German Election Process

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GRIN Verlag. Paperback. Book Condition: New. Paperback. 52 pages. Dimensions: 8.3in. x 5.8in. x 0.2in. Seminar paper from the year 2010 in the subject Communications - Intercultural Communication, grade: 1, 0, <http://www.uni-jena.de> (IWK), course: Hauptseminar Interkultur USA-Deutschland, language: English, abstract: Zum Regieren brauche ich nur Bild, Bams und Glotze Bundeskanzler a. D. Gerhard Schröder The elections to the German Bundestag in the last years seemed to have shown one thing clearly: the election campaigns are increasingly changing. Personalization and professionalization are just two of the keywords who dominate the campaigns not at least since the Media Chancellor Gerhard Schröder won the election in 1998. Like no chancellor before him, he relied on his impact of the media and his own popularity, which was always well ahead compared to his party. With the introduction of the first TV duels between the two top-candidates in German history of television in 2002, many observers came to the conclusion that there is a transformation of national elections to chancellor elections. The reasons for many analysts seem to be obvious. One of the much-discussed is the spill-over of Americanization from German society to the politics. But what means the Americanization of German election...



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