



Jingles eleitorais e marketing político (Portuguese Edition)

Carlos Augusto Manhanelli

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Partindo da importância do jingle como ferramenta eleitoral, Carlos Manhanelli realiza nesta obra uma análise profunda das músicas de campanha veiculadas nas eleições presidenciais diretas entre 1930 e 2010. De Getulio Vargas a Dilma Roussef, o autor analisa o contexto histórico das campanhas, o perfil dos candidatos e as marcas discursivas das músicas eleitorais dos principais concorrentes.

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