## Kekuatan media massa dalam kampanye kepresidenan di Amerika Serikat

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## Abstrak

Mass media in the form of print, electronic and broadcast journalism and the internet play a large role in I he process American presidential election. The Candidates and their campaign teams utilize the media to communicate with their potential voters. Conversely, the electorate gains apportunity to obtain information from die candidates so as to make an informed choice on election day.