

2004 Political Web Sites

[Campaign 2004 Online Ads](#)

http://www.pbs.org/newshour/bb/media/jan-june04/cyberads_02-20.html

"The Internet Attack" News segment from The News Hour with Jim Lehrer. This segment introduces the issue of political attack ads on the Internet.

[Bush-Cheney '04](#)

<http://www.georgewbush.com/>

The official Bush Cheney campaign web site offers a wide selection of political advertisements which use propaganda techniques to communicate a message to voters. For example, the ad titled, "Victory" uses the propaganda techniques of transfer, glittering generality, and euphemism to connect the prestige and celebratory atmosphere of the Olympics with the successes of the Bush administration in spreading democracy around the world.

[Kerry-Edwards](#)

<http://www.johnkerry.com/index.html>

The official Kerry campaign web site offers a wide selection of political advertisements, which use propaganda techniques to communicate a message to voters. One example is titled "On the road with Jon Bon Jovi" which uses the propaganda technique of testimony and glittering generalities to appeal to the voters.

[2004 Presidential Campaign Sites](#)

<http://politicalweb.info/2004/2004.html>

A graphic comparison of all the 2004 Presidential Candidates' Web sites, looking at ads, opportunities to volunteer, and funding.