

# Contents

|  |     |
|--|-----|
| Preface  | vii |
| 1 Introduction   | 1   |
| 2 Political Communication in Presidential Elections and the Case of 1828                 | 19  |
| 3 Political Communication in the Age of Television and the Presidential Election of 1960 | 39  |
| 4 Ultimate in Conspiracies 1: Assassination of President Abraham Lincoln                 | 53  |
| 5 Ultimate in Conspiracies 2: Assassination of President John F. Kennedy                 | 73  |
| 6 Fake Facts and Mythmaking in War: Cuba and the Spanish-American War                    | 89  |
| 7 Rumors and Misleading Advertising in Business  | 123 |
| 8 Information and Misinformation in the Tobacco Industry                                 | 159 |
| 9 Misinformation, Politics, and Climate Change   | 175 |
| 10 Conclusions   | 211 |
| Notes  | 227 |
| Bibliographic Essay  | 279 |
| Index  | 287 |
| About the Authors  | 305 |