

Contents

<i>Introduction</i>	Inclusion or Illusion?	1
1.	<i>Toward a Theory of Party Image Change</i>	10
2.	<i>Party Politics and the Racial Divide</i>	31
3.	<i>Party Image over Time, Contemporary Party Images, and the Prospects for Change</i>	62
4.	<i>A Different Spin</i> The Media's Framing of the 2000 Republican National Convention	84
5.	<i>Seeing Is Believing?</i> Reactions to the 2000 Republican National Convention	103
6.	<i>One Step Forward, Two Steps Back</i> The Compassionate Conservative versus the Florida Recount	123
7.	<i>The Second Time Around</i> Race and the 2004 Republican National Convention	136
8.	<i>Working in Reverse</i> Reshaping the Democratic Party	143
9.	<i>The Final Tally</i> Race, Party Image, and the American Voter	158
	Appendix	171
	References	195
	Index	205