

Race, Republicans, and the Return of the Party of Lincoln

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Whether their slogan is “compassionate conservatism” or “hawkish liberalism,” political parties have always sought to expand their electoral coalitions by making minor adjustments to their public image. How do voters respond to these, often short-term, campaign appeals? *Race, Republicans, and the Return of the Party of Lincoln* is Tasha Philpot’s insightful study of how parties use racial images to shape and reshape the way citizens perceive them.