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Presidential Campaigns

Erica J. Seifert



Presidential Campaigns:

Presidential Campaigns, Slogans, Issues, and Platforms Robert North Roberts, Scott John Hammond, Valerie A. Sulfaro, 2012-06-12 The book provides a comprehensive discussion of the major issues and events surrounding all American presidential elections from the earliest years of the Republic through the campaign of 2008 Presidential Campaigns Slogans Issues and Platforms The Complete Encyclopedia is an easy to use reference work designed to encourage students and anyone interested in democratic politics to undertake a greater understanding of this complex aspect of American political life The three volume work covers each presidential campaign in depth examining a large number of related issues ranging from the use of social media in modern presidential campaigns to negative campaign ads and key slogans used in every presidential campaign Volume One contains entries offering specific and focused information on issues trends factors slogans strategies and other more detailed elements of presidential campaigning from the first stirrings of the American democratic process to the first decade of the 21st century Volumes Two and Three provide chronological accounts of every presidential campaign since the ratification of the Constitution through the campaign of 2008 with Volume Two covering the campaign of 1788 89 to the campaign of 1908 and Volume Three covering the campaign of 1912 to the campaign of 2008 Presidential Campaigns Daniel M. Shea, Brian M. Harward, 2013-10-31 Combining primary sources with expert commentary this timely book probes critical moments in U S presidential elections in the last 20th and early 21st centuries empowering readers to better understand and analyze the electoral process Presidential Campaigns Documents Decoded illuminates both the high stakes of a presidential campaign and the gaffes controversies and excesses that often influence the outcome With a view to enabling readers to develop skills essential to political literacy the book examines crisis points in modern presidential elections from the early 1950s through the late 2000s Chronologically organized the study focuses on key events pertinent to each election It provides an original account of the event such as a debate transcript or news report as well as a discussion detailing how the issue emerged and why it was important This unique and engaging approach enables students to experience the actual source material as voters might have At the same time it shows them how an expert views the material facilitating a deeper understanding of the narratives every presidential campaign constructs around its candidates its party and its opponents *Presidential Campaigns and Presidential Accountability* Michele P. Claibourn, 2011-02-01 In investigating the presidential campaigns and early administrations of Barack Obama George W Bush and Bill Clinton Presidential Campaigns and Presidential Accountability shows how campaign promises are realized in government once the victor is established in the Oval Office To measure correlations between presidential campaigns and policy making Michele P Claibourn closely examines detailed campaign advertising information survey data about citizen s responses to campaigns processes that create expectations among constituents and media attention and response to candidates Disputing the notion that presidents ignore campaign issues upon being elected Presidential Campaigns and Presidential Accountability contends

that candidates raise issues that matter and develop ideas to address these issues based on voter reactions Conventional disappointment in presidential campaigns stems from a misunderstanding of the role that presidents play in a system of separate institutions sharing power and Claibourn forces us to think about presidential campaigns in the context of the presidency what the president realistically can and cannot do Based on comparisons of the Clinton Bush and Obama campaigns and the first years of the subsequent presidential administrations Claibourn builds a generalized theory of agenda accountability showing how presidential action is constrained by campaign agendas The American Campaign, Second Edition James E. Campbell, 2008 Reporting data and predicting trends through the 2008 campaign this classroom tested volume offers again James E Campbell s theory of the predictable campaign incorporating the fundamental conditions that systematically affect the presidential vote political competition presidential incumbency and election year economic conditions Campbell s cogent thinking and clear style present students with a readable survey of presidential elections and political scientists ways of studying them The American Campaign also shows how and why journalists have mistakenly assigned a pattern of unpredictability and critical significance to the vagaries of individual campaigns This excellent election year text provides a summary and assessment of each of the serious predictive models of presidential election outcomes a historical summary of many of America s important presidential elections a significant new contribution to the understanding of presidential campaigns and how they matter **Political Persuasion in Presidential Campaigns** Lawrence Patrick Devlin, This work incorporates the insights of many of America s foremost analyst of political campaigns Coverage of a presidential campaign is examined by journalists both from print and television In addition to staff professionals and journalists academic experts in various aspects of presidential campaign communication analyze how key communicative components affect campaigns **American Presidential Campaigns and Elections** William G. Shade, Ballard C. Campbell, 2020-06-30 Presidential campaigns and elections provide the drama and substance of America s democratic process As democracy in action they punctuate our nation s history in precise intervals capturing the issues the ideas and the mood of the nation every four years Every campaign follows a similar format candidates jockey for selection nominations are made candidates and party leaders hit the trail and voters render their decision on Election Day Yet despite this familiar process every campaign is unique featuring colorful personalities and unexpected events This fully illustrated reference is packed with facts and information on every campaign from the election of 1788-89 through the hotly contested election of 2000 Each entry traces in detail the background and results of the election provides biographical information on every presidential and vice presidential candidate and offers state by state tallies of every election The set also features hundreds of rarely seen documents associated with the campaigns *Presidential Campaigns* Paul F. Boller, 1984 Campaigning for the presidency demands strength and courage Teddy Roosevelt was once shot in the chest just before a campaign speech but he insisted on delivering his hour and a half oration anyway Presidential nominees have to know how to play the game moreover

whether they care for it or not When Andrew Jackson was visiting one town according to a campaign tale a proud mother handed a dirty faced baby up for him to hold Here is a beautiful specimen of young American childhood said Jackson obligingly Note the brightness of that eye the great strength of those limbs and the sweetness of those lips Then he handed the baby to his friend John Eaton Kiss him Eaton he cried and walked away And all presidential hopefuls have to find ways of smoothing over the unfortunate gaffes they sometimes commit During the 1992 campaign Bill Clinton provoked so much mirth when he said he once tried marijuana but found he couldn't inhale that he subsequently appeared on television to play his saxophone and told the host he took up the instrument because it didn't require inhaling You blow out Now in a revised and updated edition this enlightening and endlessly entertaining book unveils the whole history of American presidential elections from Washington to Clinton those clamorous showdowns that have so perplexed pleased amused irked and fascinated the American people from the very beginning As Charles Dickens observed American voters are scarcely finished with one campaign when they start in on another Presidential Campaigns brings these boisterous contests to life in all their richness and complexity In the old days Boller shows campaigns were much rowdier than they are today Back in the nineteenth century the invective at election time was exuberant and the mudslinging unrestrained a candidate might be called everything from a carbuncle faced old drunkard to a howling atheist But there was plenty of fun and games too with songs slogans rallies leaflets torchlight parades picnics and inescapably a lot of hyperbolic oratory livening up the scene as party workers sought to get people to the polls Despite the mudslinging and hot air however many of the campaigns touched off popular debates about vital public issues and there were many candidates like Adlai E Stevenson in 1952 who insisted on talking sense to the American people Presidential Campaigns takes note of the serious side of the elections even as it documents the frenzy the frolic and the sleaze Each chapter contains a brief essay describing every election from 1789 to 1992 and then presents some campaign highlights songs poems slogans jokes and anecdotes that help bring to life the quadrennial confrontation in all its shame and glory Presidential Campaigns makes one thing clear the great American shindig as one Englishman called it is for all its shortcomings an essential part of the American democratic system and for better or for worse tells us much about ourselves

The Politics of Authenticity in Presidential Campaigns, 1976-2008 Erica J. Seifert, 2014-01-10 Authenticity the dominant cultural value of the baby boom generation became central to presidential campaigns in the late 20th century Beginning in 1976 Americans elected six presidents whose campaigns represented evolving standards of authenticity Interacting with the media and their publics these successful presidential candidates structured their campaigns around projecting authentic images and connecting with voters as one of us In the process they rewrote the political playbook redefined presidentiality and changed the terms of the national political discourse This book is predicated on the assumption that it is worth knowing why

Presidential Campaigns Paul F. Boller Jr., 2004-07-22 Were presidential campaigns always as bitter as they have been in recent years Or is the current style of campaigning a new

political development In this revised and updated edition of Presidential Campaigns the answers to these questions are clear the race for the presidency although at times mean and nasty has always been an endlessly entertaining and highly charged spectacle for the American public This book unveils the whole history of American presidential elections from the seamless ascent of General George Washington to the bitterly contested election of George W Bush bringing these boisterous contests to life in all their richness and complexity In the old days Boller shows campaigns were much rowdier than they are today Back in the nineteenth century the invective at election time was exuberant and the mudslinging unrestrained a candidate might be called everything from a carbuncle faced old drunkard to a howling atheist But there was plenty of fun and games too with songs and slogans speeches and parades all livening up the scene in order to get people to the polls Presidential Campaigns takes note of the serious side of elections even as it documents the frenzy frolic and the sleaze Each chapter contains a brief essay describing an election and presenting campaign highlights that bring to life the quadrennial confrontation in all its shame and glory With a postscript analyzing the major changes in the ways Americans have chosen their Presidents from Washington s time to the present Presidential Campaigns gives the reader a full picture of this somewhat flawed procedure For all of its shortcomings though this great American shindig is an essential part of the American democratic system and for better or for worse tells us much about ourselves

The Presidential Campaign of 1832 Samuel Rhea Gammon,1922 Presidential Campaigning in the Internet Age Jennifer Stromer-Galley,2014 Draws on data from the past five presidential campaigns including interviews with staff Argues against prevailing notions that Digital Communication Technologies DCTs have a democratizing effect on campaigns Offers historical contextualization of presidential campaign practices and their adoption of DCTs Considers how political campaigning is changing with the adoption of DCTs

The Presidential Campaign of 1860 Emerson David Fite,1911 The 2020 Presidential Campaign Robert E. Denton Jr.,2021-06-10 As he has done for each presidential campaign since 1992 Robert E Denton Jr gathers a diverse collection of communications scholars to analyze specific areas of the most recent campaign season Topics include early campaign rhetoric the nomination process and conventions candidate strategies presidential debates political advertising the use of new media and coverage of the campaigns This volume looks at the 2020 presidential campaign from three perspectives The first section addresses the major political campaign communication areas including pre primary candidate surfacing the conventions the debates political advertising social media and news coverage of the campaign The second section includes two unique perspectives on political branding and the politics of food in the 2020 campaign The final section of the volume provides the broad overviews of campaign spending and finance as well as the national perspective of explaining the vote Thus the chapters cluster around the themes of campaign communication studies of unique or special topics relevant to the campaigns and the overall election

Encyclopedia of U.S. campaigns, elections, and electoral behavior Kenneth F. Warren,2008-04-04 These approximately 450 articles explore all topics relevant to American political

campaigns elections and electoral behaviour including some cross cultural comparisons to help place American trends in a global context *The Routledge Historical Atlas of Presidential Elections* Yanek Mieczkowski,2013-12-16 First Published in 2001 Routledge is an imprint of Taylor Francis an informa company **Presidential Campaign Expenses** United States. Congress. Senate. Committee on Privileges and Elections,1921 Financing Political Campaigns United States. Congress. Senate. Committee on Finance,1966 *Political Campaigns in the United States* Richard K. Scher,2016-02-19 A Choice Highly Recommended Title January 2017 This book is an interpretive analysis of political campaigns in America instead of focusing on how campaigns are designed and run it investigates the role campaigns play in our American politics and the close symbiosis between campaigns and those politics The text examines how campaigns are an important manifestation of how we do politics in this country Hallmarks of this text include showing how campaigns can undermine our democracy and asking how democratic they are and by extension our politics really are demonstrating that the ability of the media to accurately fairly and deeply report on campaigns has been severely compromised both because of the growing distance between campaigns and media outlets and because of the structure of Big Media corporate ownership and its tight relationship to Big Money It asks important questions about the media including How do the media reporters in particular cover campaigns What pressures and forces shape what and how they present campaigns What is the impact of the ever increasing chasm separating campaigns and the media How does the close tie between corporate mainstream media and Super PAC money affect campaign coverage How does the ability of campaigns and media to segment voters into ever smaller slices influence how campaigns are covered tracking the continuing growth of unregulated private unaccountable dark money in campaigns as a threat to our democratic elections and politics Democracy rests fundamentally on transparency and accountability sunlight and our campaign laws and norms now allow and encourage exactly the opposite largely because of decisions by the United States Supreme Court **Legal History of the Presidential Election Campaign Fund Act** ,1991 Presidential Campaign Communication Craig Allen Smith,2010-03-15 Major textbook introduction to the ways that the people of the US use the process of human communication to select their Presidents Looks at the function and effects of talk about American presidential politics in everyday life

Embark on a transformative journey with is captivating work, Discover the Magic in **Presidential Campaigns** . This enlightening ebook, available for download in a convenient PDF format , invites you to explore a world of boundless knowledge. Unleash your intellectual curiosity and discover the power of words as you dive into this riveting creation. Download now and elevate your reading experience to new heights .

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