

POLITICAL ADVERTISING IN WESTERN DEMOCRACIES

Parties & Candidates
on Television



Edited by
Lynda Lee Kaid & Christina Holtz-Bacha

Political Advertising In Western Democracies Parties And Candidates On Television

Christine B. Williams, Bruce I. Newman



Political Advertising In Western Democracies Parties And Candidates On Television:

Political Advertising in Western Democracies Lynda Lee Kaid, Christina Holtz-Bacha, 1994-12-14 In recent years political campaigns in Western democracies have relied increasingly upon television advertising to promote candidates and or political parties Campaigns in North America were the first to channel political messages in this way and many European campaigns have been based on the United States models This comparative analysis highlights the differences and the similarities of campaigns in Western democracies The various campaign styles their methods and approaches reflect the unique political and cultural traditions of each country Written by renowned contributors the chapters are based on the most recent campaigns in the countries represented

The SAGE Handbook of Political Advertising Lynda Lee Kaid, Christina Holtz-Bacha, 2006-06-14 The SAGE Handbook of Political Advertising provides a comprehensive view of the role political advertising plays in democracies around the world Editors Lynda Lee Kaid and Christina Holtz Bacha along with an international group of contributors examine the differences as well as the similarities of political advertising in established and evolving democratic governments Key Features Offers an international perspective This Handbook examines the political television advertising process that has evolved in democracies around the world including countries in Asia Europe Australia Africa Latin America and North America In addition a comparative overview addresses the effects of political advertising on the voters and the systems of which it is a part Provides comprehensive coverage For each country presented an analysis is given of its political advertising history its cultural implications the political and regulatory systems related to political advertising the effects of media system structures and the effects of new technologies Includes examples from recent elections The role specific candidate or party controlled television plays in a specific region s electoral process is examined Original research on recent elections confirms the expanding significance of this form of political communication This is an excellent resource for media professionals and practicing journalists as well as a welcome addition to any academic library It can also be used as a textbook for advanced undergraduate and graduate courses on Political Advertising in the fields of Political Science Communication Broadcasting Journalism and International Relations

A Functional Analysis of Political Television Advertisements William L. Benoit, 2014-04-01 A Functional Analysis of Political Television Advertisements examines theory and research on election advertisements William Benoit employs the Functional Theory of Political Campaign Discourse to understand the nature or content of television spots in election campaigns Beginning with a look at American presidential spots from 1952 2012 Benoit investigates the three functions acclaims attacks and defenses and the topics of policy and character for these groups of political commercials The following chapters are devoted to reporting similar data on presidential primary advertisements presidential third party spots other theories including Issue Ownership Theory and Functional Federalism Theory as well as nonpresidential and non U S election advertising Benoit considers the data discusses the development of political advertising over time and finally presents areas for further research This book is

a uniquely comprehensive examination of the value and use of television spots in political election rhetoric **Political Science Abstracts** IFI/Plenum Data Company staff,2013-11-11 Political Science Abstracts is an annual supplement to the Political Science Government and Public Policy Series of The Universal Reference System which was first published in 1967 All back issues are still available Political Communication in a New Era Philippe Maarek,Gadi Wolfsfeld,2005-08-18 This book seeks to provide readers with a cross national perspective concerning the art of political communication in a field increasingly affected by globalization fragmentation of political audiences and the rise of professional communications experts a field concerned not only with how leaders are chosen but also with how they govern Structured in two sections Political Communication in a New Era examines both methods of gathering and disseminating information in a time of technological transformation and developments in the uses of political communication across the globe Contributors offer perspectives from Canada France Germany Israel Italy and the United States Praeger Handbook of Political Campaigning in the United States William L. Benoit,2016-02-22 This work peels back the curtain on how political campaigns influence America covering everything from social media to getting to the Oval Office This comprehensive handbook reveals essentially everything the American public wants to know about political campaigns The two volume set begins with a historical overview then goes on to investigate campaigns from a variety of perspectives that shed light on how they work and why Readers will discover how campaigns are run how they re covered by the media how they influence government and how various interest groups and demographics play a part in the system The contributors who include academics elected officials journalists and campaign professionals offer new data interviews and analysis in a style that will prove fresh accessible and engaging for everyone from college students to political junkies They offer the inside scoop on types of campaign media for example TV spots debates and social media and on message variables such as language humor and evidence Groups of voters like women and youth are examined and the work also discusses theories of campaigning such as agenda setting issue ownership the Elaboration Likelihood Model and the Theory of Reasoned Action Scandal in American political campaigns always a subject of interest is addressed as well Handbook of Research on Politics in the Computer Age Solo, Ashu M. G.,2019-08-30 Technology and particularly the Internet have caused many changes in the realm of politics Aspects of engineering computer science mathematics or natural science can be applied to politics Politicians and candidates use their own websites and social network profiles to get their message out Revolutions in many countries in the Middle East and North Africa have started in large part due to social networking websites such as Facebook and Twitter Social networking has also played a role in protests and riots in numerous countries The mainstream media no longer has a monopoly on political commentary as anybody can set up a blog or post a video online Now political activists can network together online The Handbook of Research on Politics in the Computer Age is a pivotal reference source that serves to increase the understanding of methods for politics in the computer age the effectiveness of these methods and tools for analyzing these

methods The book includes research chapters on different aspects of politics with information technology engineering computer science or math from 27 researchers at 20 universities and research organizations in Belgium Brazil Cape Verde Egypt Finland France Hungary Italy Mexico Nigeria Norway Portugal and the United States of America Highlighting topics such as online campaigning and fake news the prospective audience includes but is not limited to researchers political and public policy analysts political scientists engineers computer scientists political campaign managers and staff politicians and their staff political operatives professors students and individuals working in the fields of politics e politics e government new media and communication studies and Internet marketing

Political Marketing in Retrospective and Prospective Christine B. Williams, Bruce I. Newman, 2014-06-11 Political marketing coalesced as a subfield in the mid 1990s and in 2002 the Journal of Political Marketing began publication This anniversary collection reviews the existing theory empirical evidence and practice of political marketing and explores emerging topics and lines of inquiry within the field While political candidates and their campaigns are a major focus it also considers the broader range of issue advocacy and lobbying The selections expand beyond the U S context to offer a much needed comparative perspective The volume includes material on the effects of new media and technology posing questions about their direction and consequences for political actors and institutions citizens and governmental systems Collectively the chapters illustrate the breadth and depth of a maturing field of inquiry taking the reader through a retrospective and prospective examination of the intellectual grounding and scholarship that comprise political marketing This book was published as a special issue of the Journal of Political Marketing

Election Campaigning in East and Southeast Asia Christian Schaffer, 2017-05-15 At the end of the last century political marketing appeared to have become a global phenomenon with an increasing number of electoral campaigns resembling those of the United States Comparative research has shown the existence of a so called Americanization of election campaign practices This book examines the nature of electoral campaigns in East and Southeast Asia Based on the analyses of developments in Japan Taiwan South Korea Malaysia and the Philippines it examines whether there is an Asian style of election campaigning Contributing to the fields of media studies and comparative politics the book offers an insight into the various changes in election campaigning that occurred in the East and Southeast Asia during the process of democratization and modernization It sheds new light on the causes and consequences of the worldwide proliferation of US election campaigning and provides the academic world with previously unpublished material on the electoral strategies of Asian political parties

Communication in Political Campaigns William L. Benoit, 2007 This book offers a comprehensive guide to political campaign communication using functional theory as a framework An authoritative account packed with real life examples from campaigns across the globe the book examines all of the important variables in political campaign communication Considering campaign media from television spots and debates to candidate webpages and direct mail advertising it looks closely at news coverage of campaigns and examines the sources of campaign messages the various ways of responding to

scandal the process of voter decision making and the ways in which context affects a political campaign Chapters consider a full range of races from presidential to congressional to gubernatorial and look at political campaigns in the United States and many other countries including France Israel South Korea and Taiwan Communication in Political Campaigns introduces readers to both theory and research on the topic and is an ideal text for courses on political campaigns

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