

The Political Image
Merchants: Strategies
for the Seventies
(Contemporary Issues
in Journalism, V. 3)

Holden, Anne

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Political Image Merchants Strategies In The New Politics

B Lingard



Political Image Merchants Strategies In The New Politics:

The Political Image Merchants Ray Hiebert, 1971 Political Consultants and Campaigns Jason Johnson, 2018-04-19

Political Consultants and Campaigns One Day to Sell examines the differences between how political science theory suggests campaigns should be run and how political consultants actually run campaigns In the wake of consultants who effortlessly move from campaigners to policymakers the dearth of knowledge about the attitudes beliefs and strategies of the consultants themselves is still a glaring absence in the analysis of American politics How can we purport to know what is happening in American political campaigns if we don't know what is on the minds of the men and women who run them This book provides a clearer understanding of modern day political campaigns by revealing what is on the minds of the people who run them With original data from consultants campaign managers and professional campaign schools author Jason Johnson examines consultant behavior on message formation policy positioning candidate recruitment Internet strategy and negative advertising and compares these practices to existing political science theory This groundbreaking research makes Political Consultants and Campaigns One Day to Sell a must have resource for all students of American politics campaign managers or anyone interested in how political campaigns in America are run THE POLITICAL IMAGE MERCHANTS- STRATEGIES IN THE NEW POLITICS- BASED ON A CONFERENCE ON COMMUNICATION STRATEGIES IN THE NEW POLITICS. ,

Inside Political Campaigns Gary A. Copeland, Karen S. Johnson-Cartee, 1997-04-22 As Dan Nimmo notes in his introduction Inside Political Campaigns endeavors to trace the sources of professional campaign wizardry by encapsulating the theories and concepts that practitioners and scholars alike claim to guide and rationalize consultants magical weaving of strategies tactics and techniques into a winning tapestry of political communication This study presents the theoretical areas political communication consultants draw upon in making strategic and tactical decisions in political campaigns And it provides an understanding of what motivates political consultants to choose a particular campaign strategy by explaining how various strategies work with the voting public While the book is research driven its academic findings are tempered and expanded by the authors personal political consulting experiences The text will be of interest to scholars students and practitioners alike in political communication advertising public opinion political science political rhetoric and campaigns and elections

Political Campaign Craftsmanship Edward Schwartzman, Over one billion dollars are spent in presidential election years on an expensive art form political campaigns Many political observers believe that at least half that amount is wasted But which half Edward Schwartzman answers that question based upon experience gained in seventy five campaigns Political Campaign Craftsmanship treats both the art and science of campaigning describing the procedures basic to modern professional campaigning This practical guide to campaigns covers the entire process and gives specific strategies for every phase Political Campaign Craftsmanship Edward Schwartzman, 2017-07-05 Over one billion dollars are spent in presidential election years on an expensive art form political campaigns Many political observers believe that at least half

that amount is wasted But which half Edward Schwartzman answers that question based upon experience gained in seventy five campaigns Political Campaign Craftsmanship treats both the art and science of campaigning describing the procedures basic to modern professional campaigning This practical guide to campaigns covers the entire process and gives specific strategies for every phase **Politics and the Press** Ray E. Hiebert, 1971 **Handbook of Party Politics** Richard S Katz, William J Crotty, 2006-01-05 This thoughtful and wide ranging review of parties and party research contains contributions from many of the foremost party scholars and is a must for all library shelves Richard Luther Keele University The study of political parties has never been livelier and this genuinely international Handbook theoretically rich comparatively informed and focused on important questions defines the field This volume is both an indispensable summary of what we know and the starting point for future research R K Carty University of British Columbia Political parties are ubiquitous but their forms and functions vary greatly from regime to regime from continent to continent and from era to era The Handbook of Party Politics captures this variation and richness in impressive ways The editors have assembled an excellent team and the scope of the volume is vast and intriguing Kaare Strom University of California San Diego Political parties are indispensable to democracy and a central subject of research and study in political science around the world This major new handbook is the first to comprehensively map the state of the art in contemporary party politics scholarship The Handbook is designed to provide an invaluable survey of the major theories and approaches in this dynamic area of study and research give students and researchers a concise road map to the core literatures in all the sub fields of party related theorizing and research identify the theories approaches and topics that define the current cutting edge of the field The Handbook is comparative in overall approach but also addresses some topics to be addressed in nationally or regionally specific ways The resulting collaboration has brought together the world s leading party theorists to provide an unrivalled resource on the role of parties in the pressing contemporary problems of institutional design and democratic governance today **Political Consultants in U.S. Congressional Elections** Stephen K. Medvic, 2001 Campaign consultants are arguably now as famous in the United States as the politicians themselves During the past decade those who know the names Bill Clinton George Bush Newt Gingrich and Christine Todd Whitman also recognize the names James Carville Mary Matalin Frank Luntz and Ed Rollins Professional consultants once part of the privileged inner circle of presidential and gubernatorial candidates are increasingly found at all levels of politics Indeed more than half of congressional candidates hire campaign consultants These professional have become as important to a candidate s success as money In this innovative study Stephen K Medvic explores all aspects of political consultancy and develops an empirically based theory that ensures the impact consultants have on elections Political Consultants in U S Congressional Elections answers two simple questions What do professional political consultants do and How successful are they Medvic analyzes the way consultants shape political dialogue and uses empirical data to show the benefits and limits of a consultant s involvement in a campaign He focuses on

issues as diverse as vote shares outcomes and fundraising Finally the author demonstrates how the adversarial nature of campaigns fosters the kind of electioneering advocated by most political consultants and argues that this process may not be as harmful for the country as is often suggested For Better or Worse? David A. Dulio, 2012-02-01 For Better or Worse offers a fresh look at how professional campaign consultants have both positive and negative effects on democracy in the United States Questioning much of the prevailing conventional wisdom David A Dulio employs a unique set of data that empirically examines consultants own attitudes and beliefs to evaluate where they stand in modern democratic elections Furthermore he explores their relationships with candidates voters political parties and the media revealing that political consultants play an integral role in U S elections

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