

THIRD EDITION

PACKAGING THE PRESIDENCY



**A History and Criticism of
Presidential Campaign Advertising**

Kathleen Hall Jamieson

Packaging The Presidency A History And Criticism Of Presidential Campaign Advertising

Walt Kienia



Packaging The Presidency A History And Criticism Of Presidential Campaign Advertising:

Packaging The Presidency Kathleen Hall Jamieson, 1996-06-20 Packaging the Presidency Third Edition is now completely updated to offer the only comprehensive study of the history and effects of political advertising in the United States. Noted political critic Kathleen Hall Jamieson traces the development of presidential campaigning from early political songs and slogans through newsprint and radio and up to the inevitable history of presidential campaigning on television from Eisenhower to Clinton. The book also covers important issues in the debate about political advertising by touching on the development of laws governing political advertising as well as how such advertising reflects and at the same time helps to create the nature of the American political office. Finally, current public concerns about political advertising are addressed as Jamieson raises the topic of ads dealing mainly in images rather than issues and of political aspirations becoming increasingly only for the rich who can afford the enormous cost of television advertising.

Political Campaigns and Political Advertising Frank W. Baker, 2009-06-04 Examining political campaigns and political advertising through the analytical lens of media literacy, this well-illustrated and timely handbook guides readers through the maze of blandishments and spin that is the hallmark of the modern political campaign. It dissects the persuasive strategies embedded in the political messages we encounter every day in the media and demonstrates the importance of critical thinking in evaluating media stories. Key concepts of media literacy are applied to political advertising in traditional media, newspapers, television, radio, and on the Internet, the new frontier of the political advertising wars. Dealing with blogs, social networking, user-generated Web sites, and other electronic formats familiar to young voters, this lively introduction to the new world of political messaging appeals to readers' affinity for visual learning as well as their ability to discern messages in text. Unique in applying media literacy concepts to the political context while directly addressing students and general readers, this book not only explains but graphically demonstrates both established techniques of political framing and the new avenues of persuasion being pioneered in digital media. It will also interest viewers who like their political news in traditional media but unconventional formats.

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 Nixonland Rick Perlstein, 2008-05-13 Perlstein aims here at nothing less than weaving a tapestry of social upheaval His success is dazzling Los Angeles Times Both brilliant and fun a consuming journey back into the making of modern politics Jon Meacham Nixonland is a grand historical epic Rick Perlstein has turned a story we think we know American politics between the opposing presidential landslides of 1964 and 1972 into an often surprising and always fascinating new narrative Jeffrey Toobin Rick Perlstein s bestselling account of how the Nixon era laid the groundwork for the political divide that marks our country today Told with vivid urgency and sharp political insight Nixonland recaptures America s turbulent 1960s and early 1970s and reveals how Richard Nixon rose from the political grave to seize and hold the presidency of the United States Perlstein s epic account begins in the blood and fire of the 1965 Watts riots nine months after Lyndon Johnson s historic landslide victory over Barry Goldwater appeared to herald a permanent liberal consensus in the United States Yet the next year scores of liberals were tossed out of Congress America was more divided than ever and a disgraced politician was on his way to a shocking comeback Richard Nixon Between 1965 and 1972 America experienced no less than a second civil war Out of its ashes the political world we know now was born Filled with prodigious research and driven by a powerful narrative Rick Perlstein s magisterial account of how it all happened confirms his place as one of our country s most celebrated historians **Project President** Ben Shapiro, 2010-02-22 Project President is a hilarious romp through American electoral history From short fat bald John Adams wig throwing tantrums during the 1800 election to Abraham Lincoln s decision to grow a beard in 1860 from John F Kennedy s choice to forgo the fedora at his inauguration to John Kerry s decision to get Botoxed for the 2004 race from the Golden Age of Facial Hair 1860 1912 to the Age of the Banker 1912 1960 from Washington s false teeth to George W Bush s workout regimen Project President tells the story of America s love affair with presidential looks and appearance why that often matters more than a politico s positions on the issues and what might well be coming next I m constantly citing the power of dress It s semiology our clothes send a message about how we want to be perceived and where is this more powerful and evident than in elected offices In Project President Ben Shapiro captures presidential semiotics with a potent narrative and deft analysis It s simultaneously fascinating and hilarious Tim Gunn Project Runway Liz Claiborne Inc Ben Shapiro takes a romp through American history and shows how personality and even haircuts have elected or defeated presidential candidates It s a tour through history that fans of both parties will enjoy and can learn from Michael Barone Resident scholar American Enterprise Institute Senior Writer U S News World Report Co author The Almanac of American Politics Presidential politics has always been more superficial than we d like to admit With a stylish and likeable touch befitting a strong candidate Ben Shapiro takes us deep into the shallowness that has shaped American history Jonathan Alter Newsweek Shapiro deftly explains how height hair and handsomeness can affect a candidate s campaign as much as issues A fun informative read Glenn Beck Nationally syndicated talk show host Host of CNN s The Glenn Beck Show A hilarious and illuminating journey through America s centuries long fascination with

presidential image making Whether you re left right moderate or apathetic this lively book will get you ready for the packaging of the 08 races Jim Hightower This is a perceptive witty sometimes hilarious look at the realities behind the faces and the facades the slogans and the character assassinations of each presidential campaign from George Washington to today with much for us to ponder for tomorrow Sir Martin Gilbert Official biographer of Winston Churchill An entertaining and illuminating romp through the politics of symbolism and personality in our presidential politics If you re thinking of running for president read this book before you spend a dime on a political consultant Rich Lowry National Review

Notable Speeches in Contemporary Presidential Campaigns Robert V. Friedenberg, 2002-03-30 Though many studies of contemporary campaigns focus on brief political advertisements and the growing impact of technology on contemporary campaigns the definitive statements of most candidates are still made in public addresses Friedenberg examines the first public address made by an American presidential candidate on his own behalf The circumstances giving rise to William Henry Harrison s 1840 address and the themes that he developed in that address are strikingly contemporary serving as an appropriate prelude to the examinations of contemporary political speaking that follow Those examinations focus on notable campaign speeches by John F Kennedy Barry Goldwater Richard Nixon Ronald Reagan Bill and Hillary Clinton and George W Bush Each study examines a key event that foreshadowed the speech studied Each study presents a rhetorical biography of the speaker including a discussion of the speechwriting team and preparation techniques utilized by the speaker Each study presents a thorough study of the campaign context in which the speeches were presented Each also presents a close reading and rhetorical analysis of the speech itself and observations on the impact of the speech Cumulatively Friedenberg s studies help to illustrate how even in today s high tech political environment of 30 second ads and candidate Web sites public speeches continue to play a crucial role in political campaigning Of particular interest to scholars and students involved with political communication and political American campaigning

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 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 **Guide to U.S. Elections** Deborah Kalb, 2015-12-24 The CQ Press Guide to U S Elections is a comprehensive two volume reference providing information on the U S electoral process in depth analysis on specific political eras and issues and everything in between Thoroughly revised and infused with new data analysis and discussion of issues relating to elections through 2014 the Guide will include chapters on Analysis of the campaigns for presidency from the primaries through the general election Data on the candidates winners losers and election returns Details on congressional and gubernatorial contests supplemented with vast historical data Key Features include Tables boxes and figures interspersed throughout each chapter Data on campaigns election methods and results Complete lists of House and Senate leaders Links to election related websites A guide to party abbreviations **Political Campaign Communication** Robert E. Denton Jr., Ben Voth, Judith S. Trent, Robert V. Friedenberg, 2023-11-20 The tenth edition of Political Campaign Communication Principles and Practices provides a clear and thorough survey of the strategic decisions vital to the success of contemporary political campaigns The authors draw on a host of examples involving political campaigns at local statewide and national levels to illustrate all aspects of campaign communication from forms of public address to buttons yard signs and billboards to traditional media and the use of internet and social media platforms Throughout the volume they draw on communication theories to clearly explain contemporary political campaign practices Updated to reflect the most recent practices and events from the 2020 presidential campaign the book also considers journalistic practices and ethical considerations of today Features of the tenth edition Includes examples and data from the 2020 election cycle Updated and expanded discussion of social media platforms and practices Increased art and graphics program to engage students and increase information retention Expanded discussion of the history practice and state of journalism today New chapter on local elections and offices *Pulp Politics* Glenn W. Richardson Jr., 2008-07-17 Pulp Politics argues that the stories of American politics have found their most vivid expression in campaign advertising It is the central

argument of this book that adopting the readily identifiable audiovisual conventions of popular culture is particularly attractive to candidates and communicators and that analysts can benefit from a closer study of the audiovisual narratives of campaign advertising than scholars have engaged in From the audiovisual evocation of horror in 1988 ads that read as 30 second trailers for the nightmare on Elm Street that would be the Dukakis presidency to the Bush Cheney spots in 2004 that drew upon the look and feel of the popular anti terrorism thriller O24 O evocation of popular culture has proven an extremely effective tool of mass communication in a televisual age The American Voter: Stupid and Ignorant Walt Kienia,2015-02-08 Since Eve stupid people have existed and multiplied Far too many stumble through life fortunate that breathing is involuntary with ignorance and without common sense It is not surprising then that they bring their brainless way of life to the voting arena The American Voter Stupid and Ignorant takes an anecdotal historical and statistical look at how the voters from Eisenhower to Obama through the eyes of the professionals and nonprofessionals who have reported on this nonsense have stumbled into a voting booth with only slightly more cognitive ability than a vegetable God Bless America *US Presidential Elections and Foreign Policy* Andrew Johnstone,Andrew Priest,2017-05-05 While domestic issues loom large in voters minds during American presidential elections matters of foreign policy have consistently shaped candidates and their campaigns From the start of World War II through the collapse of the Soviet Union presidential hopefuls needed to be perceived as credible global leaders in order to win elections regardless of the situation at home and voter behavior depended heavily on whether the nation was at war or peace Yet there is little written about the importance of foreign policy in US presidential elections or the impact of electoral issues on the formation of foreign policy In *US Presidential Elections and Foreign Policy* a team of international scholars examines how the relationship between foreign policy and electoral politics evolved through the latter half of the twentieth century Covering all presidential elections from 1940 to 1992 from debates over American entry into World War II to the aftermath of the Cold War the contributors correct the conventional wisdom that domestic issues and the economy are always definitive Together they demonstrate that while international concerns were more important in some campaigns than others foreign policy always matters and is often decisive This illuminating commentary fills a significant gap in the literature on presidential and electoral politics emphasizing that candidates positions on global issues have a palpable impact on American foreign policy **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.

The Conservative Revolution Lee Edwards, 1999-07-23 The triumph of the conservative movement in reshaping American politics is one of the great untold stories of the past fifty years. At the end of World War II, hardly anyone in public life would admit to being a conservative, but as Lee Edwards shows in this magisterial work, in the 1950s, 1960s, and 1970s a small group of committed men and women began to chip away at the liberal colossus, and their descendants would scale the ramparts of power in the 1980s and 1990s. Not even the fall of Newt Gingrich has changed the indisputable fact that the movement has truly rewritten the rules of American political life, and the republic will never be the same. Edwards tells the stories of how conservatives built a movement from the ground up by starting magazines, by building grass roots organizations, and by seizing control of the Republican party from those who espoused collaboration with the liberals and promised only to manage the welfare state more efficiently and not to dismantle it. But most of all, he tells the story of four men, four leaders who put their personal stamp on this movement and helped to turn it into the most important political force in our country today: Robert Taft, Mr. Republican, the beacon of conservative principle during the lean Roosevelt and Truman years; Barry Goldwater, Mr. Conservative, the flinty Westerner who inspired a new generation; Ronald Reagan, Mr. President, the optimist whose core beliefs were sturdy enough to subdue an evil empire; Newt Gingrich, Mr. Speaker, the fiery visionary who won a Congress but lost control of it. By their example and vision, these men brought intellectual and ideological stability to an often fractious conservative movement and held the high ground against the pragmatists who would compromise conservative principles for transitory political advantage. And through their efforts and those of their supporters, they transformed the American political landscape so thoroughly that a Democratic president would one day proclaim, "The era of big government is over." Political history in the grand style. *The Conservative Revolution* is the definitive book on a conservative movement that not only has left its mark on our century but is poised to shape the century about to dawn.

The Presidency of Gerald R. Ford John Robert Greene, 1995 In addition, Greene details Ford's rise to prominence within the Republican party, chronicles the president's problematic relations with his staff, the new Democratic Congress, and Ronald Reagan, sheds new light on the selection and performance of Vice President Nelson Rockefeller, offers new insights into the election of 1976, and provides the first in-depth look at Ford's clemency program for Vietnam era draft evaders.

The American Presidency Forrest McDonald, 1994 McDonald explores how and why the presidency has evolved into such a complex and powerful institution.

unlike any other in the world He chronicles the presidency s creation implementation and evolution and explains why it s still working today despite its many perceived afflictions **Ambition, Pragmatism, and Party** Scott Kaufman,2017-12-04 Within eight turbulent months in 1974 Gerald Ford went from the United States House of Representatives where he was the minority leader to the White House as the country s first and only unelected president His unprecedented rise to power after Richard Nixon s equally unprecedented fall has garnered the lion s share of scholarly attention devoted to America s thirty eighth president But Gerald Ford s 1913 2006 life and career in and out of Washington spanned nearly the entire twentieth century Ambition Pragmatism and Party captures for the first time the full scope of Ford s long and remarkable political life The man who emerges from these pages is keenly ambitious determined to climb the political ladder in Washington and loyal to his party but not a political ideologue Drawing on interviews with family and congressional and administrative officials presidential historian Scott Kaufman traces Ford s path from a Depression era childhood through service in World War II to entry into Congress shortly after the Cold War began He delves deeply into the workings of Congress and legislative executive relations offering insight into Ford s role as the House minority leader in a time of conservative insurgency in the Republican Party Kaufman s account of the Ford presidency provides a new perspective on how human rights figured in the making of U S foreign policy in the Cold War era and how environmental issues figured in the making of domestic policy It also presents a close look at the 1976 presidential election emphasizing the significance of image in that contest and extensive coverage of Ford s post presidency In sum Ambition Pragmatism and Party is the most comprehensive political biography of Gerald Ford and will become the definitive resource on the thirty eighth president of the United States Pres. Rhetoric, 16 Vanessa B. Beasley,2006 As the nation s ceremonial as well as political leader presidents through their rhetoric help to create the frame for the American public s understanding of immigration In an overarching essay and ten case studies Who Belongs in America explores select moments in U S immigration history focusing on the presidential discourse that preceded addressed or otherwise corresponded to events BOOK JACKET Encyclopedia of American Political Parties and Elections Larry Sabato,Howard R. Ernst,2014-05-14 Presents a complete reference guide to American political parties and elections including an A Z listing of presidential elections with terms people and events involved in the process

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