

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

Anne Johnston, Lynda Kaid



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 *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 *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 **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 Advertising in the 2014 European Parliament Elections* Christina Holtz-Bacha,Edoardo Novelli,Kevin Rafter,2017-07-21 This timely publication offers a fresh scholarly assessment of political advertising across the EU as well as an insight into differing political and regulatory systems related to political advertising in the individual member states With a detailed focus on the images and communication styles that characterised the 2014 European Parliament election campaign this edited collection evaluates political advertising across the EU using empirical data to compare and contrast styles and approaches in different members This work allows the authors to offer an important evaluation of the similarities and differences in the posters and broadcasts used to win public support in the 2014 campaign at the time of the great European recession and financial crisis specifically looking at the place of posters and video commercials This book will appeal to researchers and students of political communication political science history European studies as well as candidates and campaign workers who want a more comprehensive understanding of the representation of Europe in political adverts at the 2014 elections *Routledge Handbook of Political Advertising* Christina Holtz-Bacha,Marion R. Just,2017-02-24 This Handbook provides the most comprehensive overview of the role of electoral advertising on television and new forms of advertising in countries from all parts of the world currently available Thematic chapters address advertising effects negative ads the perspective of practitioners and gender role Country chapters summarize research on issues including political and electoral systems history of ads the content of ads reception and effects

of ads regulation of political advertising on television and the Internet financing political advertising and prospects for the future The Handbook confirms that candidates spend the major part of their campaign budget on television advertising The US enjoys a special situation with almost no restrictions on electoral advertising whereas other countries have regulation for the time amount and sometimes even the content of electoral advertising or they do not allow television advertising at all The role that television advertising plays in elections is dependent on the political the electoral and the media context and can generally be regarded as a reflection of the political culture of a country The Internet is relatively unregulated and is the channel of the future for political advertising in many countries

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

Political Campaign Communication Robert E. Denton Jr.,2017-06-14 Political Campaign Communication Theory Method and Practice brings a diversity of issues topics and events on political campaign communication around the concepts of theory method and practice The volume contains studies of political campaign communication utilizing a wide range of empirical rhetorical content analyses and social science methodologies as well as a variety of foci on the practice of political campaign communication with studies on the communication dimensions and elements of political campaigns It reflects the growing depth breadth and maturity of the discipline and provides insight into a variety of topics related to political campaign communication

Election Campaigning in East and Southeast Asia Christian Schafferer,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

A Cognitive Psychology of Mass Communication Fred W.

Sanborn,Richard Jackson Harris,2013-07-18 A Cognitive Psychology of Mass Communication is the go to text for any course

that adopts a cognitive and psychological approach to the study of mass communication In its sixth edition it continues its examination of how our experiences with media affect the way we acquire knowledge about the world and how this knowledge influences our attitudes and behavior Using theories from psychology and communication along with reviews of the most up to date research this text covers a diversity of media and media issues ranging from commonly discussed topics such as politics sex and violence to lesser studied topics such as sports music emotion and prosocial media This sixth edition offers chapter outlines and recommended readings lists to further assist readability and accessibility of concepts and a new companion website that includes recommended readings even more real world examples and activities PowerPoint presentations sample syllabi and an instructor guide

Leaders' Personalities and the Outcomes of Democratic Elections Anthony King, 2002-03-21 The conventional wisdom purveyed by the press and television and accepted as true by most politicians is that elections throughout the democratic world are personal clashes between individual presidential candidates and party leaders Almost everyone assumes that election outcomes are frequently determined by the major candidates personal characteristics In the United States Al Gore in 2000 came over as aloof and arrogant and failed to win his expected victory In Great Britain Tony Blair in 2001 came across as dynamic and personable and won a second term So personal charisma appears to yield electoral success This study by eminent scholars on both sides of the Atlantic suggests that the conventional wisdom is wrong Survey research conducted in recent decades indicates that relatively few voters are swayed by candidates personal characteristics Far more important are voters longstanding party loyalties their views on issues and their judgments of how well or badly presidents and parties have performed or will perform in office The votes of even the few electors who are swayed by candidates personalities usually cancel each other out As a result election outcomes are seldom decided by individual candidates personal images Occasionally but not often Ronald Reagan and Bill Clinton owed their election victories more to economics than to charm At the end of World War II the charismatic Winston Churchill lost the 1945 British general election the colorless Clement Attlee won Chancellor Helmut Kohl remained in power in Germany for a generation but was never personally popular Russian voters reckoned that Boris Yeltsin could not hold his drink but nevertheless elected him The implications of the authors analyses are profound They suggest that modern democratic politics is not nearly as candidate centered and personality oriented as is often supposed They also suggest that parties policies and their performance in office usually count for far more than the men and women they choose as their leaders Not least the authors suggest that the efforts of political consultants advertising agencies and spin doctors are often misdirected

Global Political Campaigning Fritz Plasser, 2002-02-28 Plasser examines the changing practices of election campaigning worldwide Based on data of an indepth survey of campaign managers and political consultants from 43 countries he provides insights into the professional role definitions and strategic orientations determining the future of electioneering in media centered democracies The first section gives a state of the art overview of the international literature and modernization

theories describing and analyzing the ongoing process of modernization and growing professionalization of electioneering around the world The second section deals with the topic of an Americanization of campaign practices in countries fundamentally different from the United States from a diffusion point of view A special focus is the role of U S overseas consultants in influencing and modifying campaign practices in foreign countries based on indepth interviews about the professional experiences of leading figures of the Americans overseas consultancy business The third section deals with central features of campaign practices from a comparative perspective and provides information and data about the media infrastructure and political culture indicators for 50 countries as well as a detailed comparison of country specific campaign regulations party system features and campaign styles The fourth section focuses on the results of Plasser s Global Political Consultancy Survey among 592 campaign professionals from 43 countries The results of this first worldwide survey offer insights into professional orientations role definitions and practices of campaign managers and political consultants throughout the world The fifth section discusses different area and country specific campaign styles from a comparative perspective The final chapters present a global typology of distinct campaign styles across the world summarize the central findings and link them to the ongoing debate about the future of electioneering in media centered democracies An essential research tool for scholars students and other researchers involved with comparative electioneering political management and political communication

Do Political Campaigns Matter? David M. Farrell, Rüdiger Schmitt-Beck, 2003-09-02 This book in bringing together some of the leading international scholars on electoral behaviour and communication studies provides the first ever stock take of the state of this sub discipline The individual chapters present the most recent studies on campaign effects in North America Europe and Australasia As a whole the book provides a cross national assessment of the theme of political campaigns and their consequences

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 Communication Richard M. Perloff, 2013-10-18 In this political communication text Richard M Perloff examines the various ways in which messages are constructed and communicated from public officials and politicians through the mass media to the ultimate receivers the people With a focus on the history of political communication he provides an overview of the most significant issues in the study of politics and the media In addition to synthesizing facts and theories and highlighting the scholarly contributions made to the understanding of political communication effects Political Communication addresses such factors as the rhetorical accomplishments of American presidents the ongoing tangles between the press and the presidency and the historical roots of politics as it is practiced and studied today It also addresses major issues about the press and politics that continually resurface such as question of press bias and the use and manipulation of media by politicians to accomplish national goals As a comprehensive and engaging introduction to contemporary political communication this volume provides all readers with a historical perspective on American politics and press and offers a unique appreciation of the strengths and virtues of political communication in America **The Handbook of International Advertising Research** Hong Cheng, 2014-01-21 This timely handbook brings academic excellence to international advertising research in the form of 28 contributions from over 40 leading scholars The handbook s comprehensive treatment highlights existing knowledge reports major findings across the subject and recommends directions and agendas for future research Fills the existing gap between the rapid growth in scholarly research on international advertising and the pressing need for more high quality research in the area Covers 28 major areas in international advertising research with contributions from more than 40 international advertising scholars based in over 10 countries or territories Comprehensive treatment includes the history of international advertising audiences and media strategy and execution content effects regulation ethics and advertising education Highlights existing knowledge in international advertising reports major findings on a broad range of topics and offers expert recommendations on directions for future research Contributors represent the most highly respected academics among international advertising researchers **On Message** Pippa Norris, John Curtice, David Sanders, Margaret Scammell, Holli A Semetko, 1999-05-26 To what extent are the techniques of campaigning and media management critical to the outcome of modern elections This book brings together a group of leading scholars to provide a comprehensive analysis of the role and impact of political communications during election campaigns They set the context of election campaigning in Britain and the methodology used to understand media effects review party strategies and resulting media coverage and draw together evidence of the impact of the 1997 British General Election campaign analyzing how far television and the press media influenced the public s civic

engagement agenda priorities and party preferences **Videostyle in Presidential Campaigns** Anne Johnston, Lynda Kaid, 2000-10-30 Since 1952 when Eisenhower's media consultants decided they could warm up the General's personality and overcome selective exposure by using short spots on television advertising has played a major role in American presidential campaigns By the late 1990s candidates and their political parties spend hundreds of millions on TV ads Political spots have become the dominant form of communication between voters and candidates Kaid and Johnston report the results of a systematic and thorough analysis of virtually all of the political commercials used in general election campaigns from 1952 through the 1996 presidential contest Important to scholars students and other researchers involved with political communications mass communications and presidential elections Encyclopedia of Political Communication Lynda Lee Kaid, Christina Holtz-Bacha, 2008 Political communication began with the earliest studies of democratic discourse by Aristotle and Plato However modern political communication relies on an interdisciplinary base which draws on concepts from communication political science journalism sociology psychology history rhetoric and others This two volume resource considers political communication from a broad interdisciplinary perspective encompassing the many different roles that communication plays in political processes in the United States and around the world The Encyclopedia of Political Communication discusses the major theoretical approaches to the field including direct and limited effects theories agenda setting theories sociological theories framing and priming theories and other past and present conceptualizations With nearly 600 entries this resource pays considerable attention to important political messages such as political speeches televised political advertising political posters and print advertising televised political debates and Internet sites The audiences for political communications are also central necessitating concentration on citizen reactions to political messages how the general public and voters in democratic systems respond to political messages and the effects of all types of media and message types Key Features Encompasses several channels of political communication including interpersonal and public communication radio television newspapers and the World Wide Web Provides news media coverage and journalistic analysis of politics political issues political figures and political institutions Concentrates on the field of political communication since the middle of the 20th century Emphasizes political communication from the point of view of the United States but there is substantial and important research and scholarship on political communication in international contexts Considers the role of communication in governing incorporating communication activities that influence the operation of executive legislative and judicial bodies political parties interest groups political action committees and other participants in political processes Key Themes Biographies Books Films Journals Television Democracy Democratization Education and Nonprofit Organizations Elections Government Operations and Institutions Legal and Regulatory Media Events Media Outlets and Programs Role of Media in Political Systems News Media Coverage of Politics Political Affairs Theoretical Approaches Types of Political Media Political Attitudes Political Campaigns Political Events Political Groups and Organizations Political Issues Political Journalism

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