



Political Campaigning

Costas Panagopoulos



Political Campaigning:

Political Campaigning in the U.S. David A. Jones, 2020-02-17 Political Campaigning in the U S Managing the Chaos provides students with the latest insights into modern election campaign practices It is premised on the idea that all Americans should understand how campaigns operate how they collect information about voters how they attempt to change what voters think about the candidates and how they encourage voters to act in certain ways An electoral campaign is a chaotic short term operation that must adapt to a complicated political landscape as well as deep seeded psychological forces outside of its control The ads they air the media they manage the data they gather the doors on which they knock the phone calls they make the posts they share all of these efforts can make small but measurable differences Jones introduces students to the strategies and tools that campaigns employ in their attempt to win elections It also uses academic research to assess which efforts are most promising for managing the chaos that is a modern campaign operation **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 *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 Campaigning, Elections and the Internet Darren Lilleker, Nigel Jackson, 2013-03 This book offers an in depth comparative analysis of how interactive Web 2.0 online tools including weblogs social networking sites and file sharing sites are utilised by candidates and parties during three recent election campaigns in France Belgium the US and the UK

Thirty Years of Political Campaigning in Central and Eastern Europe Otto Eibl, Miloš Gregor, 2019-10-15 This edited volume maps the development of the use of political campaigning and marketing techniques in countries of the former Communist Bloc over the last thirty years Focusing on the shift from propaganda to political marketing and from manipulation to persuasion the book consists of a series of case studies of countries in Central Europe Eastern Europe the Baltics and the Balkans that outline the history development and current state of political marketing in each country The authors explore political parties and their behaviour ahead of elections and show the changes in political culture and practices that parties have undergone in order to create more or less successful campaigns

Political Campaigning in Digital India Anil M. Varughese, Holli A. Semetko, 2024-06-28 This book provides a conceptual toolkit to understand the changing technologies and dynamics of political campaigning in India Examining political campaigning and party strategies across many Indian states with special attention to regional politics histories cultures social and technological contexts the book discusses the potential impacts of campaign strategies on electoral outcomes Political campaigning reached a tipping point with millions of social media users engaging online with family and friends political issues parties and candidates in India's 2019 parliamentary election Although India's political parties had been working with consultants and professional advertising agencies for decades by 2019 millions of first time voters as well as older voters were microtargeted with campaign messaging by parties and their affiliates including frequent misinformation from unknown sources supporting one party or another Filling a key gap in political communication research on election campaigns in digital India the chapters in this book capture how political campaigning is important for the electoral fortunes of political parties in India's diverse regions and states This book will appeal to students scholars and practitioners in political communication public administration and political consulting as well as anyone interested in data driven political campaigning It will also be an invaluable reading for those interested in South Asian studies This book was originally published as a special issue of South Asian History and Culture

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

Political Campaign Communication Judith S. Trent, Robert V. Friedenberg, 2008 Now in its sixth edition *Political Campaign Communication* provides a realistic understanding of the strategic and tactical communication choices candidates and their staffs must make as they wage an election campaign Trent and Friedenberg's classic text has been updated throughout to reflect recent election campaigns including 2004 and 2006 as well as the early stages of 2008 A new chapter focuses on the use of the Internet *Political Campaign Communication* continues to be a classroom favorite and is thoroughly researched insightful and is a reader friendly text

Political Campaigning in Referendums Holli A. Semetko, Claes H. de Vreese, 2004-08-02 This book reviews the research on campaigns and elections and investigates the effects of campaigning in referendums drawing on panel survey data media content data focus groups and interviews with journalists and campaign managers The authors argue that the media coverage not only influences public perceptions of the campaign the referendum issue and the party leaders but that in a close race it also shapes the voting and the political future of the incumbent party The first study to investigate the dynamics and effects of a referendum campaign on politicians media and citizens this innovative volume will be of interest to students and researchers of political communication

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

Political Campaign Communication Larry Powell, Joseph Cowart, 2017-12-06 Now in its third edition *Political Campaign Communication Inside and Out* examines the intricacies of political campaigning through the eyes of both an academic and a political consultant Unlike others in its field this text takes a broad view of political campaigning discussing both theories and principles along with topics such as political socialization the role of money ethics

and critical events This new edition delves into ongoing changes in the American political environment with fuller examinations of women and gender the involvement of social media in political campaigning political money and ethics Advanced undergraduate and graduate students of political communication can make use of updated chapter by chapter discussion questions and online practice quizzes

Political Campaign Communication Robert E. Denton, Judith S. Trent, Robert V. Friedenberg, 2019-07-19 Political Campaign Communication Ninth Edition uses a speech communication perspective to examine how elective politics contributes to our knowledge and understanding of the electoral process This book explains how principles and practices central to election campaigns affect America's electoral history

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

Political Campaigns Costas Panagopoulos, 2017 Political Campaigns is a detailed comprehensive in depth look at modern campaigns that reflects on both theory and practice It summarizes scholarly research on campaigns but also provides an in depth and inside look into how contemporary campaigns are conducted

Financing Referendum Campaigns S. Hug, 2009-11-12 Critics of referendums often lament that big money may buy success at the ballot box But spending by interest groups may also be informative for citizens This can only happen however if the financing of referendum campaigns is regulated This book offers an overview of these regulations and presents research on their effects

New Media Campaigns and the Managed Citizen Philip N. Howard, 2006 A critical assessment of the role that information technologies have come to play in contemporary campaigns

From Grassroots Activism to Disinformation Aim Sinpeng, Ross Tapsell, 2020-10-21 This book reflects on the role of social media in the past two decades in Southeast Asia It traces the emergence of social media discourse in Southeast Asia and its potential as a liberation technology in both democratizing and authoritarian states It explains the growing decline in internet freedom and increasingly repressive and manipulative use of social media tools by governments and argues that social media is now an essential platform for control The contributors detail the increasing role of disinformation and fake news production in

Southeast Asia and how national governments are creating laws which attempt to address this trend but which often exacerbate the situation of state control From Grassroots Activism to Disinformation explores three main questions How did social media begin as a vibrant space for grassroots activism to becoming a tool for disinformation Who were the main actors in this transition governments citizens or the platforms themselves Can reformists reclaim the digital public sphere And if so how Senate Campaign Information United States. Congress. Senate. Library,1978 *Campaign Practices* United States. Congress. House. Committee on the District of Columbia,1973 **New Perspectives on Negative Campaigning** Alessandro Nai,Annemarie Walter,2016-10-14 Have you ever seen a politician fiercely attacking his opponent Sure you have Election campaigns without attacks on the rival candidate s performance policy propositions and traits simply do not exist Negative campaigning makes up a substantial part of election campaigns around the world Though heavily covered in election news the practice is strongly disliked by political pundits journalists and voters Some are even concerned that negative campaigning damages democracy itself Negative campaigning has inspired numerous scholars in recent decades But much of the existing research examines the phenomenon only in the United States and scholars disagree on how the practice should be defined and measured which has resulted in open ended conclusions about its causes and effects This unique volume presents for the first time work examining negative campaigning in the US Europe and beyond It presents systematic literature overviews and new work that touches upon three fundamental questions What is negative campaigning and can we measure it What causes negative campaigning And what are its effects

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