



**The Techniques of
Modern Election Campaigns**

**POLITICAL
PERSUADERS**

Dan Nimmo

with a new introduction by the author

Political Persuaders The Techniques Of Modern Election Campaigns

Jarol B. Manheim



Political Persuaders The Techniques Of Modern Election Campaigns:

The Political Persuaders Dan D. Nimmo, 1970 Are political campaigns really important What do they actually accomplish Do campaigns bring significant political issues to the attention of voters or do they only try to sell the candidates Dan Nimmo considers these perplexing questions in his intriguing analysis of modern political campaigns He concludes that campaigns are crucial to our democratic election process but that they serve vastly different purposes than is commonly believed As Nimmo demonstrates the images of candidates may be more important than real issues or policies because professional campaign managers pollsters and media men increasingly direct all phases of modern election campaigns from book cover

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

Campaigns and Elections Stephen K. Medvic, 2021-11-29 Stephen K Medvic s Campaigns and Elections is a comprehensive yet compact core text that addresses two distinct but related aspects of American electoral democracy the processes that constitute campaigns and elections and the players who are involved In addition to balanced coverage of process and actors it gives equal billing to both campaigns and elections and covers contests for legislative and executive positions at the national state and local levels including issue oriented campaigns of note The book opens by providing students with the conceptual distinctions between what happens in an election and the campaigning that precedes it Significant attention is devoted to setting up the context for these campaigns and elections by covering the rules of the game in the American electoral system as well as aspects of election administration and the funding of elections Then the book systematically covers the actors at every level candidates and their organizations parties interest groups the media and voters and the macro level aspects of campaigns such as campaign strategy and determinants of election outcomes The book concludes with a big picture assessment of campaign ethics and implications of the permanent campaign New to the Fourth Edition Fully updated through the 2020 elections looking ahead to the 2022 midterms Covers the impact of the COVID 19 pandemic on the 2020 election as well as the January 6 2021 insurrection at the US Capitol Adds new sections in Chapter 3 on election integrity and the assessment of election administration Reviews recent Supreme Court cases on gerrymandering and faithless electors Expands coverage of social media as a source of news of the increasingly partisan nature of the media and of the role of media fact checking in campaigns and elections Reorganizes the chapters on the various actors so that the chapter on candidates leads directly to the chapter on campaigns Fully updates the resources listed at the end of each chapter

Routledge Handbook of Political Management Dennis W. Johnson, 2010-03-17 A comprehensive overview of the

field of applied politics encompassing political consulting campaigns and elections lobbying and advocacy grass roots politics fundraising media and political communications the role of the parties political leadership and the ethical dimensions of public life

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

Taking Our Country Back Daniel Kreiss, 2012-06-29 *Taking Our Country Back* presents the previously untold history of the uptake of new media in Democratic electoral campaigning over the last decade Drawing on interviews with more than sixty political staffers fieldwork during the 2008 primaries and general election and archival research Daniel Kreiss shows how a group of young technically skilled Internet staffers came together on the Howard Dean campaign and created a series of innovations in organization tools and practice that have changed the elections game He charts how these individuals carried their innovations across Democratic politics contributing to a number of electoral victories including Barack Obama's historic bid for the presidency In revealing this history the book provides a rich empirical look at the communication tools practices and infrastructure that shape contemporary online campaigning *Taking Our Country Back* is a serious and vital analysis both on the ground and theoretical of how a small group of visionary people transformed what campaigning means today and how technical and cultural work coordinates collective action

Political Public Relations Jesper Stromback, Spiro Kiouis, 2011-05-18 *Political Public Relations* maps and defines this emerging field bringing together scholars from various disciplines political communication public relations and political science to explore the area in detail The volume connects differing schools of thought bringing together theoretical and empirical investigations and defines a field that is becoming increasingly important and prominent It offers an international orientation as the field of political public relations must be studied in the context of various political and communication systems to be fully understood As a singular contribution to scholarship in public relations and political communication this work fills a significant gap in the existing literature and is certain to influence future theory and research

Social Change and Politics Morris

Janowitz,2017-07-05 This classic study deals with social control in advanced industrial society especially the United States and particularly the half century after World War I The United States is representative of Western advanced industrial nations that have been faced with marked strain in their political institutions These nation states have been experiencing a decline in popular confidence and distrust of the political process an absence of decisive legislative majorities and an increased inability to govern effectively that is to balance and to contain competing interest group demands and resolve political conflicts Janowitz uses the sociological idea of social control to explore the sources of these political dilemmas Social control does not imply coercion or the repression of the individual by societal institutions Social control is rather the face of coercive control It refers to the capacity of a social group including a whole society to regulate itself Self regulation implies a set of higher moral principles beyond those of self interest Since the end of World War II the expanded scope of empirical research has profoundly transformed the sociological discipline The repeated efforts to achieve a theoretical reformulation have left a positive residue but there have been no new conceptual breakthroughs that are compelling This book is a concerted and detailed effort organize and to make sense out of the vastly increased body of empirical research The

Death of A Thousand Cuts Jarol B. Manheim,2000-11-01 A corporate campaign is an organized assault on the reputation of a company that has offended some interest group Although corporate campaigns often involve political economic and legal tactics they are centered around the media where protagonists attempt to redefine the image and undermine the reputation of the target company It is a strategy most frequently employed by unions but is also employed by special interests such as environmental or human rights groups Sometimes it is even employed by one corporation against another It is a rapidly growing phenomenon that is still unknown to the general public to most academics and journalists and is rarely understood by the corporations that find themselves on the firing line The Death of a Thousand Cuts argues and demonstrates that corporate campaigns are a distinctive phenomenon whose manifestations are today ubiquitous in both the marketplace and the media This volume examines in considerable detail the history strategy tactics effects consequences and likely future directions of the corporate campaign and of its nonlabor based cousin the anticorporate campaign The book is based on ample sources and methods among them an extensive review and analysis of media coverage news releases previous scholarship union publications campaign materials interviews and conversations with individuals who have experienced corporate campaigns public presentations by labor leaders and others correspondence Internet postings case law summaries documents videotapes and other materials Through original data and interpretation this book adds context and integration to these materials thus giving them new meaning Key features of this outstanding new book include A thorough and clear explanation of what a corporate campaign is and how it differs from other more mundane public relations campaigns A detailed examination of strategies and tactics that includes their historical development Some of the more high profile target companies in recent years include Coca Cola Microsoft Caterpillar Campbell s Soup Federal Express General Dynamics

Home Depot International Paper K Mart Nike Texaco Walmart Starbucks and UPS Hundreds of examples that help explain such contemporary events as the anti sweatshop movement on college campuses the living wage movement and the protests against the World Trade Organization International Monetary Fund and World Bank A lengthy appendix contains abbreviated descriptions of nearly 200 corporate campaigns waged by labor unions and various advocacy groups since the idea of the corporate campaign was first developed in the 1960 s

All of the People, All the Time Jarol B. Manheim,1991 This book examines the uses and abuses of political communication in contemporary American society It is about the ways that governments politicians journalists and media organization terrorists special interests lobbyists and other manipulate words pictures and events and one another to get what they want about how and why that manipulation works and about its consequences for our democratic society Employing numerous anecdotes and examples and drawings upon the latest research and theories of communication and political science the book is light in tone and a delight to read Jacket The War Room Warren Kinsella,2007-10-04 The term war room in political parlance was coined by the team of U S strategists specifically James Carville who worked for Bill Clinton s first presidential campaign in the early 1990s In a nutshell a war room is a political command centre where a candidate s strategists and media officers work to counter attacks by opponents while gathering research to mount an offensive in an ongoing immediate fashion Warren Kinsella s The War Room profiles and analyzes some of the best political warriors and spinners around He employs personal anecdotes political wisdom culled from his extensive experience on Liberal Party federal and provincial election campaigns historical examples from other Canadian and American campaigns and generous amounts of humour to deliver a book about what it takes to survive challenges not just in politics but in any kind of business or non governmental agency whether it sells music movies cars or computers or raises money to preserve the environment combat cancer or save animals

Politics, Media, and Modern Democracy Paolo Mancini,David L. Swanson,1996-05-30 This important new text brings together an outstanding group of international scholars to look at the current state of electoral politics around the world Elements of the modern or American model of election campaigning have been adopted in many countries in recent years including the use of mass media the personalization of campaigns use of public opinion polls and a general professionalization of campaigns and conditions would seem to favor the spread of that model Contributors to this volume from established democracies new and restored democracies and democracies facing destabilizing pressure examine the extent to which electoral politics in their countries have been affected by the emergence of high tech professional campaigns Countries examined provide a cross section of today s democracies including the United States Britain Sweden Germany Russia Poland Spain Israel Italy Argentina and Venezuela The work will be of interest to scholars and students alike in political communication political parties and elections and comparative politics

Money in Politics Cayce Myers,2021-11-09 Money in Politics Campaign Fundraising in the 2020 Presidential Election illustrates political fundraising s importance in the 2020 presidential election from the party

primaries through the General Election Cayce Myers addresses how the role of corporate donations individual contributors and small donorship have become political talking points Specific attention is given to the evolution of political fundraising including a discussion regarding super PACs joint fundraising committees and campaign committees Myers explores how modern fundraising prowess serves as a barrier to successful entry into top tier candidacy but does not necessarily guarantee victory

The Electoral Challenge Stephen C. Craig, David B. Hill, 2010-07-27 What decides elections Is it the national economic condition voters partisan attachments or the campaigns that candidates run How much do campaigns matter Scholars and political consultants will give you different answers Stephen C Craig and David B Hill bring together the voices of both in this engaging volume now updated to include the volatile and groundbreaking 2008 campaigns and elections Each chapter features an essay from a top scholar in the field followed by a response from political consultants Contributors bring to bear the best literature and empirical evidence to determine what we know about the factors that drive election outcomes all while inviting students to join in the conversation

Communicating Politics Mitchell S. McKinney, 2005 Half of our eligible citizens fail to cast a presidential ballot and many more than half routinely ignore state and local elections Does this phenomenon point to a crisis of democracy or does such behavior simply reflect indifference or even contentment among the public Should we be alarmed that so many of our citizens seem disinterested and unwilling to participate in the various activities and forms of association that constitute civic life If we are concerned by such matters what might be done to reengage those who are seemingly disengaged This book explores these questions and examines the well being of our civic condition at the beginning of the twenty first century Grounded in a communication perspective we view the fundamental nature of a democracy as that of a civic dialogue an ongoing conversation between our elected leaders or political candidates and the citizens they lead or wish to lead Accordingly the studies presented in this volume examine our civic sphere and the electoral process as a communicative interaction between elected officials political candidates the media and citizens

Campaigns and Political Marketing Wayne Steger, Sean Kelly, Mark Wrighton, 2013-02-01 Understand the theoretical and practical aspects of political marketing Over the past few years political marketing strategies have been refined with the help of new findings in political science research Campaigns and Political Marketing clearly discusses the most recent political science research studies and theories that political activists and professionals can apply to effectively campaign for an issue or candidate This text is an invaluable compilation of research theory and practical application from political science experts across the country that guides readers through the complexities of everyday political marketing and campaigning Readers get the critical knowledge needed on how to best affect public viewpoints and gain the strongest advantage over the opposition Campaigns and Political Marketing is packed with information and insights every political activist will find useful It coherently explains the real world of campaign politics and elections presenting the everyday issues that political consultants face in the field all made easily understandable even to the novice This scholarly examination

provides lessons that can be effectively applied to just about any situation Political crises and scandals are discussed in detail with research and historical studies that illuminate practical ways to deal with any problem The book is extensively referenced and uses graphs and charts to clearly explain research findings Campaigns and Political Marketing answers these tough questions What is the role of professional campaign consultants and their value How have the past four presidential elections revised the state presidential vote forecasting equation How does interest groups resource distribution differ from resource allocation decisions made by candidates organizations and the national political parties How does congressional campaign candidate scheduling differ from legislative candidate scheduling How effective are attack messages in generating media coverage early in a campaign How do political professionals define campaign crises What are the differences in public reaction when a candidate from one or the other of the two major parties is in a scandal How is public opinion affected when tragedy strikes a political candidate Campaigns and Political Marketing is stimulating idea generating reading that is perfect for educators and students in marketing communications and political science practitioners in campaigns and marketing and political activists of all types

Campaigns and Elections Robert P. Watson, Colton C. Campbell, 2003 Examines elections at the federal state and local levels covering such topics as the use of political consultants polling campaign finance reform and partisan politics

Research in Education, 1973 Resources in Education, 1973 *What's Trending in Canadian Politics?* Mireille Lalancette, Vincent Raynauld, Erin Crandall, 2019-09-13 Canada's political landscape has changed but scholars are still grappling with the profound alterations brought about by the internet and social media What's Trending in Canadian Politics examines political communication and democratic governance in a digital age Exploring the effects of conventional and emerging political communication practices in Canada contributors investigate topics such as the uses of digital media for political communication grassroots driven protest public behaviour prediction and relationships between members of civil society and the political establishment This interdisciplinary volume lays robust theoretical and methodological foundations for the study of transformative trends in political communication and in the relationship between political actors institutions and democracy Original and timely What's Trending in Canadian Politics sheds light on digital innovations while providing a broader perspective on the online and offline dynamics of contemporary Canadian political engagement

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