

# POLITICAL CAMPAIGN COMMUNICATION

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# Political Campaign Communication Principles And Practices

**Robert E. Denton Jr.**



## **Political Campaign Communication Principles And Practices:**

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**Communication Consultants in Political Campaigns** Robert V. Friedenberg,1997-10-28 We will never know the precise identity of America's first political consultant It is likely that candidates were seeking favorable coverage in colonial newspapers as early as 1704 it is also likely that by 1745 candidates were using handbills and pamphlets to augment press coverage of campaigns and we know that one successful candidate George Washington in 1758 purchased refreshments for potential voters These traditional approaches to winning votes have in recent years been amplified by consultants who have shown how cable networks videocassettes modems faxes focus groups and other means of communication can be put to partisan use In this book Robert V Friedenberg examines all of the communication techniques used in contemporary political campaigning After providing a history of political consulting Friedenberg examines the principal communication specialities used in contemporary campaigns Throughout political consultants discuss their approaches and evaluate the benefits and shortcomings of these methods An invaluable text for what is arguably the most rapidly changing field of applied communication this work is must reading for students and researchers of American politics applied communication and contemporary political theory

*Political Campaign Communication* Larry Powell,Joseph Cowart,2015-08-07 Political Campaign Communication Inside and Out examines the ins and outs of political campaigning through the eyes of both an academic and a political consultant This text takes a unique approach to the subject of campaign communication by examining its intricacies from views both inside and outside of the process Unlike many texts in this field Political Campaign Communication Inside and Out takes a broad view of political campaigning discussing theories and principles along with topics such as political socialization the role of money ethics and critical events

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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

### **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 are 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 Strategy and Tactics

Laure Paquette, 2002 This book aims to bridge a broadly applicable and validated theory and the practical challenges that face any individual acting in the face of a power imbalance It underpins the practical advice with a detailed sociology of action of the phenomenon known as strategy The only thing required to use this strategy is some capacity for abstract thought for planning a strategy and some self awareness and discipline for implementing it This book provides a comprehensive overview of the possibilities available to the strategist and provides a simple method of developing a strategy

### **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 **Political Communication** Carsten

Reinemann, 2014-07-28 Against the background of an enormous expansion and diversification of both political communication itself and scientific research into its structures processes and effects this volume gives an overview of some of the key theories and findings accumulated by political communication research over the last decades In order to do so the volume provides readers with review articles by renowned international authors on various aspects of I the normative regulatory and conceptual foundations of political communication II different situations of political communication e g elections referendums social movements media hypes crisis and war III the activities of and part played by political actors IV mass media and journalism V characteristics and typical features of media messages VI the role played by citizens as well as VII various kinds of effects on citizens Each section includes several chapters that address specific issues and research problems in the form of comprehensive overviews articles *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 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 Theoretical Concepts Women in Politics The Encyclopedia of Political Communication is designed for libraries undergraduates and members of the public with an interest in political affairs Media and political professionals as well as government officials lobbyists and participants in independent political organizations will find these volumes useful in developing a better understanding of how the media and communication function in political settings [http://catdir.loc.gov/catdir/enhancements/fy0828/2007026514\\_d.html](http://catdir.loc.gov/catdir/enhancements/fy0828/2007026514_d.html)

**The Internet and the 2016 Presidential Campaign** Jody C Baumgartner, Terri L. Towner, 2017-08-22 Although many developments surrounding the Internet campaign are now considered to be standard fare there were a number of new developments in 2016 Drawing on original research conducted by leading experts The Internet and the 2016 Presidential Campaign attempts to cover these developments in a comprehensive fashion How are campaigns making use of the Internet to organize and mobilize their ground game To communicate their message The book also examines how citizens made use of online sources to become informed follow campaigns and participate Contributions also explore how the Internet affected developments in media reporting both traditional and non traditional about the campaign What other messages were available online and what effects did these messages have had on citizen s attitudes and vote choice The book examines these questions in an attempt to summarize the 2016 online campaign

**Campaign 2000** William L. Benoit, 2003 Campaign 2000 applies the functional theory of political

campaign discourse analyzing how messages acclaim attack or defend to several different forms of campaign communication in the 2000 U S presidential primary and general election These forms include political advertisements on television and radio debates television talk show appearances campaign web pages and convention speeches by candidates and their spouses The authors also look at the election outcomes and explore lessons to apply to future campaign discourse

*Political Campaigning, Elections and the Internet* Darren Lilleker, Nigel Jackson, 2013-03-01 The Internet first played a minor role in the 1992 U S Presidential election and has gradually increased in importance so that it is central to election campaign strategy However election campaigners have until very recently focused on Web 1 0 websites and email Political Campaigning Elections and the Internet contextualises the US Presidential campaign of 2008 within three other contests France 2007 Germany 2009 and the UK 2010 In offering a comparative history of the use of the Internet as an election tool the authors are able to test the optimistic view that the Internet is transforming elections while also mapping the role the Internet plays and performs for parties and candidates Lilleker and Jackson offer in depth analysis demonstrating how interactive Web 2 0 online tools including weblogs social networking sites and file sharing sites are utilised and evaluate the role of these tools in the marketing and branding of parties and candidates Examining the interactivity between candidate party and voter this important book will be of strong interest to students and scholars of political science elections international relations and political communication It will be of value to those within public relations marketing and related communication and media programmes

**Funding of Political Parties and Election Campaigns**, 2014-04-01 All political parties need funding to play their part in the political process yet the role of money in politics is arguably the biggest threat to democracy today This global threat knows no boundaries and is evident across all continents from huge corporate campaign donations in the United States and drug money seeping into politics in Latin America to corruption scandals throughout Asia and Europe Attempts to tackle these challenges through political finance laws and regulations are often undermined by a lack of political will or capacity as well as poorly designed and enforced measures This Handbook addresses the problems of money in politics by analysing political finance regulations around the world and providing guidance for reform The chapters are divided by region each assesses the current state of regulations in relation to its challenges and offers a series of recommendations to tackle the identified shortcomings This contextual approach has the benefit of revealing regional trends and patterns An additional chapter focuses on gender reflecting the reality that women remain grossly under represented in politics and how the increasing influence of money in politics perpetuates this inequality

Presidential Candidate Images Kenneth L. Hacker, 2004-10-30 This engaging look at presidential candidate images features a wide range of essays that dissect how these images are formed and manipulated during campaigns As more and more emphasis is placed on a candidate s persona and how it affects our voting decisions Presidential Candidate Images provides a variety of frameworks and cases for analyzing candidate images in past current and future elections



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