

Presidential Campaign Discourse

*Strategic
Communication
Problems*

Edited by
Kathleen E. Kendall

Presidential Campaign Discourse Strategic Communication Problems

Benjamin S. Schoening, Eric T. Kasper



Presidential Campaign Discourse Strategic Communication Problems:

Presidential Campaign Discourse Kathleen E. Kendall, 1995-08-10 Communication problems faced by presidential candidates in modern elections are examined from a variety of perspectives The book focuses on the decisions candidates must make about political discourse such as the speeches interviews debates and ads which make up national campaigns and the media reporting of these messages The contributors include Frederick J Antczak Sandra Bauman Paul E Corcoran Suzanne M Daughton Gail Fairhurst Richard Gregg Susan Herbst Montague Kern Kathleen E Kendall Joshua Meyrowitz Diana Owen Marilyn Roberts Craig A Smith Mary E Stuckey Jimmie Trent Judith Trent and Ron Wendt **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 **Presidential Communication and Character** Stephen

Farnsworth, 2018-03-09 This book traces the evolution of White House news management during America's changing media environment over the past two decades Comparing and contrasting the communication strategies of Bill Clinton George W Bush Barack Obama and Donald Trump it demonstrates the difficulty that all presidents have in controlling their messages despite a seemingly endless array of new media outlets and the great advantages of the office That difficulty is compounded by new media's amplification of presidential character traits for good or ill Facebook Twitter and YouTube notwithstanding presidential power still resides in the power to persuade and that task remains a steep challenge More than ever presidential character matters and the media presidents now employ report on the messenger as much as the message The book also looks at the media strategies of candidates during the 2016 presidential campaign puts presidential media use in global context and covers the early phase of the Trump administration the first true Twitter presidency **Communication in the**

Presidential Primaries Kathleen E. Kendall, 2000-01-30 In a comparison of communication in the U S presidential primaries of the twentieth century Kendall examines the role of the candidates and the media during the period of primary elections Drawing upon information from a broad array of sources Kendall uncovers communication patterns that transcend time

regarding political image horse race coverage and negative campaigning She takes a strong communication perspective arguing that the verbal context of the presidential primaries is an important factor overlooked in traditional studies Topics covered include the effect of party rules on communication the role of speeches and debates the role of political advertising and the media's construction of the primaries in the pre television era and the age of television Kendall examines the 1996 primaries in light of patterns discovered in earlier years and she makes predictions and recommendations regarding the 2000 primaries With its century wide scope and the variety of research methods used the book will be of considerable value to researchers scholars journalists and students involved with political communication and American presidential elections

Political Election Debates William L. Benoit, 2013-09-20 Political debates are an important facet of modern election campaigns How politicians frame an argument how the audience perceives it and how the media decides to display it are key components in analyzing the outcome of a political debate and ultimately an election Drawing mainly on the functional theory of political campaign discourse William L Benoit examines a wide variety of debates not only in the United States but across the globe Because each phase of election offers new challenges specific attention is paid to how primary versus general and incumbency influence the content of political leaders debate practices Specifically the book delves into the history and nature of debates in various United States elections including presidential vice presidential senatorial gubernatorial and mayoral candidates Also examined are debates ranging from the United Kingdom to South Korea to Australia Benoit also employs the issues ownership theory and functional federalism theory as a deeper part of the analysis This book offers a critical examination and comprehensive overview of election debate theory **Campaign Talk** Roderick P. Hart, 2009-07-01

Roderick Hart may be among the few Americans who believe that what politicians say in a campaign actually matters He also believes that campaigns work Even as television coverage political ads and opinion polls turn elections into field days for marketing professionals Hart argues convincingly that campaigns do play their role in sustaining democracy mainly because they bring about a dialogue among candidates the press and the people Here he takes a close look at the exchange of ideas through language used in campaign speeches political advertising public debates print and broadcast news and a wide variety of letters to the editor In each case the participants choose their words differently and this according to Hart can be a frustrating challenge to anyone trying to make sense of the issues Yet he finds that the process is good for Americans campaigns inform us about issues sensitize us to the concerns of others and either encourage us to vote or at least heighten our sense of the political world Hart comes to his conclusions by using DICTION a computer program that has enabled him to unearth substantive data such as the many subtle shifts found in political language over the past fifty years This approach yields a rich variety of insights including empirically based explanations of impressions created by political candidates For example in 1996 Bill Clinton successfully connected with voters by using many human interest words you us people family Bob Dole however alienated the public and even undermined his own claims of optimism by using an abundance of denial

words can't should'n't couldn't Hart also tracks issue buzzwords such as Medicare to show how candidates and voters define and readjust their positions throughout the campaign dialogue In the midst of today's increased media hype surrounding elections Americans and the candidates they elect do seem to be listening to each other as much as they did in years gone by Hart's wide-ranging objective investigation upends many of our stereotypes about political life and presents a new more bracing understanding of contemporary electoral behavior

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

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

Market Driven Political Advertising Andrew Hughes, 2018-06-14 Exploring the new era of political advertising beyond television and print this book focuses on the mediums of the new millennia that are transforming campaigning and communications in political systems around the world

The author illustrates how the use of social digital and mobile advertising enables political marketers to deliver messages more accurately and strengthen relationships between stakeholders such as voters supporters and candidates Examining digital and social media platforms such as Facebook Twitter and YouTube this innovative book analyses the changing political marketing landscape and proposes conceptual models for implementing more successful and effective political communications in the future

Media Depictions of Brides, Wives, and Mothers Alena Amato Ruggerio, 2012-09-27 *Media Depictions of Brides Wives and Mothers* edited by Alena Amato Ruggerio explores how television film the internet and other media variously perpetuate gender stereotypes The contributors to this volume bring a variety of feminist rhetorical and media criticism approaches from across the communication discipline to their analyses of how television film news coverage and the Internet shape our expectations of the performance of women s identities This collection includes studies of *Bridezillas* Jon Kate Plus 8 *Sex and the City* Sarah Palin Nancy Pelosi *The Devil Wears Prada* Practical Magic *momtini* blogs and *Mad Men* fan websites Readers will learn to apply the insights from each chapter to their own sets of myths stereotypes and assumptions about gendered roles and to recognize the possibilities for both liberation and domination when women s practices of marrying mating and mothering are represented and misrepresented in the media This collection is an essential contribution to media studies and criticism of gender stereotypes in contemporary culture Read the author s recent interview with Literary Ashland You can also visit the author s website here

Woman President Kristina Horn Sheeler, Karrin Vasby Anderson, 2013-08-08 What elements of American political and rhetorical culture block the imagining and thus the electing of a woman as president Examining both major party and third party campaigns by women including the 2008 campaigns of Hillary Clinton and Sarah Palin the authors of *Woman President Confronting Postfeminist Political Culture* identify the factors that limit electoral possibilities for women Pundits have been predicting women s political ascendancy for years And yet although the 2008 presidential campaign featured Hillary Clinton as an early frontrunner for the Democratic presidential nomination and Sarah Palin as the first female Republican vice presidential nominee no woman has yet held either of the top two offices The reasons for this are complex and varied but the authors assert that the question certainly encompasses more than the shortcomings of women candidates or the demands of the particular political moment Instead the authors identify a pernicious backlash against women presidential candidates one that is expressed in both political and popular culture In *Woman President Confronting Postfeminist Political Culture* Kristina Horn Sheeler and Karrin Vasby Anderson provide a discussion of US presidentiality as a unique rhetorical role Within that framework they review women s historical and contemporary presidential bids placing special emphasis on the 2008 campaign They also consider how presidentiality is framed in candidate oratory campaign journalism film and television digital media and political parody

Language, Power, and Ideology in Political Writing: Emerging Research and Opportunities Çakırtaş, Önder, 2019-06-28 Politics and political literature studies have emerged as one of the most dynamic areas of scrutiny Relying

on ideological as well as socio political theories politics have contributed to cultural studies in many ways especially within written texts such as literary works As few critics have investigated the intersections of politics and literature there is a tremendous need for material that does just this Language Power and Ideology in Political Writing Emerging Research and Opportunities is an essential reference book that focuses on the use of narrative and writing to communicate political ideologies This publication explores literature spurring from politics the disadvantages of political or highly ideological writing writers awareness of the outside world during the composition process and how they take advantage of political writing Featuring a wide range of topics such as gender politics indigenous literature and censorship this book is ideal for academicians librarians researchers and students specifically those who study politics international relations cultural studies women s studies gender studies and political and ideological studies

Internet Election Campaigns in the United States, Japan, South Korea, and Taiwan Shoko Kiyohara,Kazuhiro Maeshima,Diana Owen,2017-10-17 This book investigates how institutional differences such as the roles of political parties and the regulation of electoral systems affect the development of Internet election campaigns in the U S Japan Korea and Taiwan It examines whether or not the Americanization of elections is evident in East Asian democracies While Japan is a parliamentary system the U S and Korea are presidential systems and Taiwan is a semi presidential system that has a president along with a parliamentary system Furthermore the role of the presidency in the U S Korea and Taiwan is quite different Taking these variations in political systems into consideration the authors discuss how the electoral systems are regulated in relation to issues such as paid advertisements and campaign periods They argue that stronger regulation of election systems and shorter election periods in Japan characterize Japanese uniqueness compared with the U S Korea and Taiwan in terms of Internet election campaigns

Presidential Campaign Communication Craig Allen Smith,2010-03-15 Major textbook introduction to the ways that the people of the US use the process of human communication to select their Presidents Looks at the function and effects of talk about American presidential politics in everyday life **Money in American Politics** David Schultz,2018-06-08 How much does money really matter in American politics A first of its kind reference book this encyclopedia provides the most up to date research and analysis regarding how money affects American campaigns elections politics and public policy Some Americans have come to the conclusion that U S politics is dominated by money that politicians are frequently if not routinely bought and paid for and that the only entities who wield political power are America s monied elite or powerful special interests like big labor or Wall Street But other American citizens believe that proposals to limit the influence of money in politics run counter to the free speech principles enshrined in the Constitution This book will explores this compelling and controversial issue examining where money in American politics comes from where it goes and the impact of all of those millions of dollars on American society The entries objectively cover a breadth of major issues organizations individuals court cases and controversies surrounding the role of money in American politics especially into the most recent events of the 21st

century Commentary by leading experts and scholars on American politics assess different aspects of how money is used for political purposes The book explains the current state of knowledge about money in politics including whether contributions and expenditures should be regulated if so how and whether it even matters in terms of impact While intended and written primarily for students at the high school and undergraduate levels Money in American Politics An Encyclopedia will also be of interest to general readers and experts looking to better understand how money affects campaigns elections and the making of law and policy in the United States

The Constitution on the Campaign Trail Andrew Busch,2007 This book is designed to be the most comprehensive book on splenic pathology to date It is an easy to use overview of the lesions both neoplastic and nonneoplastic that arise in the spleen Topics of focus include infectious diseases and lymphoproliferative disorders of the spleen It analyzes each entity under the categories of definition etiologies and pathogenesis clinical presentations treatment prognosis imaging macroscopic features microscopic features cytopathology and ancillary studies and differential diagnosis This text would be an ideal tool for surgical pathologists Hematopathologists pathology residents and medical students FEATURES Features the classic benefits of all Amirsys R titles including time saving bulleted text Key Facts in each chapter stunning annotated images and an extensive index Includes both an extensive antibody index and molecular factors index Amirsys eBook Advantage TM an online version of the print book with fully searchable text

Honor and Loyalty Leslie D. Feldman,Rosanna Perotti,2002-12-30 This collection examines the political themes and strategies utilized by candidate Bush in 1988 and President Bush in 1992 as told by the actual players as well as presidential and political scholars Also considered are the role of the Vice President the Cabinet relations with Congress and the Supreme Court the presidency and the media and the role of the First Lady This volume focuses on the political world inside the Bush White House Domestic political actors and institutions such as the vice president chief of staff Congress and the Supreme Court all interact to create a president s political world In George Bush s inaugural speech he spoke of the keys to success saying these ideas are timeless duty sacrifice commitment These themes are seen by many of the writers in the collection as characterizing the political world of George Bush Equal consideration is given to the political themes and strategies utilized by candidate Bush in 1988 and President Bush in 1992 Also considered are the role of the Vice President the Cabinet relations with Congress and the Supreme Court the presidency and the media and the role of the First Lady Essential reading for scholars and other researchers of the Bush presidency and American history of the late 1980s

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

American Exceptionalism and US Foreign Policy S. McEvoy-Levy,2001-04-06 The book examines a critical time and place in recent world history the

end of the Cold War and the strategies and values employed in the public diplomacy of the Bush and Clinton Administrations to build domestic and international consensus It provides insight into the uses of Presidential power and provides a model and an illustration of how the role of rhetoric may be used to study the foreign policy of the United States **Don't Stop Thinking About the Music** Benjamin S. Schoening, Eric T. Kasper, 2011-12-16 In this insightful erudite history of presidential campaign music musicologist Benjamin Schoening and political scientist Eric Kasper explain how politicians use music in American presidential campaigns to convey a range of political messages From Follow Washington to I Like Ike to I Got a Crush on Obama they describe the ways that song use by and for presidential candidates has evolved including the addition of lyrics to familiar songs the current trend of using existing popular music to connect with voters and the rapid change of music's relationship to presidential campaigns due to Internet sites like YouTube JibJab and Facebook Readers are ultimately treated to an entertaining account of American political development through popular music and the complex two way relationship between music and presidential campaigns

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