

THIRD EDITION

PACKAGING THE PRESIDENCY



**A History and Criticism of
Presidential Campaign Advertising**

Kathleen Hall Jamieson

Packaging The Presidency A History And Criticism Of Presidential Campaign Advertising

Walt Kienia



Packaging The Presidency A History And Criticism Of Presidential Campaign Advertising:

Packaging The Presidency Kathleen Hall Jamieson, 1996-06-20 *Packaging the Presidency* Third Edition is now completely updated to offer the only comprehensive study of the history and effects of political advertising in the United States. Noted political critic Kathleen Hall Jamieson traces the development of presidential campaigning from early political songs and slogans through newsprint and radio and up to the inevitable history of presidential campaigning on television from Eisenhower to Clinton. The book also covers important issues in the debate about political advertising by touching on the development of laws governing political advertising as well as how such advertising reflects and at the same time helps to create the nature of the American political office. Finally, current public concerns about political advertising are addressed as Jamieson raises the topic of ads dealing mainly in images rather than issues and of political aspirations becoming increasingly only for the rich who can afford the enormous cost of television advertising.

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 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 include 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

Guide to U.S. Elections Deborah Kalb, 2015-12-24 The CQ Press Guide to U S Elections is a comprehensive two volume reference providing information on the U S electoral process in depth analysis on specific political eras and issues and everything in between Thoroughly revised and infused with new data analysis and discussion of issues relating to elections through 2014 the Guide will include chapters on Analysis of the campaigns for presidency from the primaries through the general election Data on the candidates winners losers and election returns Details on congressional and gubernatorial contests supplemented with vast historical data Key Features include Tables boxes and figures interspersed throughout each chapter Data on campaigns election methods and results Complete lists of House and Senate leaders Links to election related websites A guide to party abbreviations

Pulp Politics Glenn W. Richardson Jr., 2008-07-17 Pulp Politics argues that the stories of American politics have found their most vivid expression in campaign advertising It is the central argument of this book that adopting the readily identifiable audiovisual conventions of popular culture is particularly attractive to candidates and communicators and that analysts can benefit from a closer study of the audiovisual narratives of campaign advertising than scholars have engaged in From the audiovisual evocation of horror in 1988 ads that read as 30 second trailers for the nightmare on Elm Street that would be the Dukakis presidency to the Bush Cheney spots in 2004 that drew upon the look and feel of the popular anti terrorism thriller O24 O evocation of popular culture has proven an extremely effective tool of mass communication in a televisual age

The American Voter: Stupid and Ignorant Walt Kienia, 2015-02-08 Since Eve stupid people have existed and multiplied Far too many stumble through life fortunate that breathing is involuntary with ignorance and without common sense It is not surprising then that they bring their brainless way of life to the voting arena The American Voter Stupid and Ignorant takes an anecdotal historical and statistical look at how the voters from Eisenhower to Obama through the eyes of the professionals and nonprofessionals who have reported on this nonsense have stumbled into a voting booth with only slightly more cognitive ability than a vegetable God Bless America

Notable Speeches in Contemporary Presidential Campaigns Robert V. Friedenberg, 2002-03-30 Though many studies of contemporary campaigns focus on brief political advertisements and the growing impact of technology on contemporary campaigns the definitive statements of most candidates are still made in public addresses Friedenberg examines the first public address made by an American presidential candidate on his own behalf The circumstances giving rise to William Henry Harrison s 1840 address and the themes that he developed in that address are strikingly contemporary serving as an appropriate prelude to the examinations of contemporary political speaking that follow Those examinations focus on notable campaign speeches by John F Kennedy Barry Goldwater Richard Nixon Ronald Reagan Bill and Hillary Clinton and George W Bush Each study examines a key event that foreshadowed the speech studied Each study presents a rhetorical biography of the speaker including a

discussion of the speechwriting team and preparation techniques utilized by the speaker Each study presents a thorough study of the campaign context in which the speeches were presented Each also presents a close reading and rhetorical analysis of the speech itself and observations on the impact of the speech Cumulatively Friedenbergs studies help to illustrate how even in today s high tech political environment of 30 second ads and candidate Web sites public speeches continue to play a crucial role in political campaigning Of particular interest to scholars and students involved with political communication and political American campaigning

US Presidential Elections and Foreign Policy Andrew Johnstone, Andrew Priest, 2017-05-05 While domestic issues loom large in voters minds during American presidential elections matters of foreign policy have consistently shaped candidates and their campaigns From the start of World War II through the collapse of the Soviet Union presidential hopefuls needed to be perceived as credible global leaders in order to win elections regardless of the situation at home and voter behavior depended heavily on whether the nation was at war or peace Yet there is little written about the importance of foreign policy in US presidential elections or the impact of electoral issues on the formation of foreign policy In *US Presidential Elections and Foreign Policy* a team of international scholars examines how the relationship between foreign policy and electoral politics evolved through the latter half of the twentieth century Covering all presidential elections from 1940 to 1992 from debates over American entry into World War II to the aftermath of the Cold War the contributors correct the conventional wisdom that domestic issues and the economy are always definitive Together they demonstrate that while international concerns were more important in some campaigns than others foreign policy always matters and is often decisive This illuminating commentary fills a significant gap in the literature on presidential and electoral politics emphasizing that candidates positions on global issues have a palpable impact on American foreign policy

The Conservative Revolution Lee Edwards, 1999-07-23 The triumph of the conservative movement in reshaping American politics is one of the great untold stories of the past fifty years At the end of World War II hardly anyone in public life would admit to being a conservative but as Lee Edwards shows in this magisterial work in the 1950s 1960s and 1970s a small group of committed men and women began to chip away at the liberal colossus and their descendants would scale the ramparts of power in the 1980s and 1990s Not even the fall of Newt Gingrich has changed the indisputable fact that the movement has truly rewritten the rules of American political life and the republic will never be the same Edwards tells the stories of how conservatives built a movement from the ground up by starting magazines by building grass roots organizations and by seizing control of the Republican party from those who espoused collaboration with the liberals and promised only to manage the welfare state more efficiently and not to dismantle it But most of all he tells the story of four men four leaders who put their personal stamp on this movement and helped to turn it into the most important political force in our country today Robert Taft Mr Republican the beacon of conservative principle during the lean Roosevelt and Truman years Barry Goldwater Mr Conservative the flinty Westerner who inspired a new generation Ronald Reagan Mr

President the optimist whose core beliefs were sturdy enough to subdue an evil empire Newt Gingrich Mr Speaker the fiery visionary who won a Congress but lost control of it By their example and vision these men brought intellectual and ideological stability to an often fractious conservative movement and held the high ground against the pragmatists who would compromise conservative principles for transitory political advantage And through their efforts and those of their supporters they transformed the American political landscape so thoroughly that a Democratic president would one day proclaim The era of big government is over Political history in the grand style The Conservative Revolution is the definitive book on a conservative movement that not only has left its mark on our century but is poised to shape the century about to dawn

Presidential Campaigns, Slogans, Issues, and Platforms Robert North Roberts, Scott John Hammond, Valerie A. Sulfaro, 2012-06-12 The book provides a comprehensive discussion of the major issues and events surrounding all American presidential elections from the earliest years of the Republic through the campaign of 2008 Presidential Campaigns Slogans Issues and Platforms The Complete Encyclopedia is an easy to use reference work designed to encourage students and anyone interested in democratic politics to undertake a greater understanding of this complex aspect of American political life The three volume work covers each presidential campaign in depth examining a large number of related issues ranging from the use of social media in modern presidential campaigns to negative campaign ads and key slogans used in every presidential campaign Volume One contains entries offering specific and focused information on issues trends factors slogans strategies and other more detailed elements of presidential campaigning from the first stirrings of the American democratic process to the first decade of the 21st century Volumes Two and Three provide chronological accounts of every presidential campaign since the ratification of the Constitution through the campaign of 2008 with Volume Two covering the campaign of 1788-89 to the campaign of 1908 and Volume Three covering the campaign of 1912 to the campaign of 2008

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