

Negative Campaigning



An
Analysis of
U.S. Senate
Elections

Richard R. Lau ★ Gerald M. Pomper



CAMPAIGNING AMERICAN STYLE

Negative Campaigning An Analysis Of U S Senate Elections

Dennis W. Johnson



Negative Campaigning An Analysis Of U S Senate Elections:

Negative Campaigning Richard R. Lau, Gerald M. Pomper, 2004 Negative campaigning is frequently denounced but it is not well understood Who conducts negative campaigns Do they work What is their effect on voter turnout and attitudes toward government Just in time for an assessment of election 2004 two distinguished political scientists bring us a sophisticated analysis of negative campaigns for the Senate from 1992 to 2002 The results of their study are surprising and challenge conventional wisdom negative campaigning has dominated relatively few elections over the past dozen years there is little evidence that it has had a deleterious effect on our political system and it is not a particularly effective campaign strategy These analyses bring novel empirical techniques to the study of basic normative questions of democratic theory and practice 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

The SAGE Handbook of Political Communication Holli A Semetko, Margaret Scammell, 2012-07-15 This authoritative and comprehensive survey of political communication draws together a team of the world's leading scholars to provide a state of the art review that sets the agenda for future study It is divided into five sections Part One explores the macro level influences on political communication such as the media industry new media technology and political systems Part Two takes a grassroots perspective of the influences of social networks real and online on political communication Part Three discusses methodological advances in political communication research Part Four focuses on power and how it is conceptualized in political communication Part Five provides an international regional and comparative understanding of political communication in its various contexts The SAGE Handbook of Political Communication is an essential benchmark publication for advanced students researchers and practitioners in the fields of politics media and communication sociology and research methods Routledge Handbook of Political Management Dennis W. Johnson, 2010-03-17 The Routledge Handbook of Political Management is 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 While most chapters focus on American politics and campaigns there are also contributions on election campaigns in Europe the Middle East Russia Australia East Asia and Latin America In addition to a thorough treatment of campaign and elections the authors discuss modern techniques problems and issues of advocacy lobbying and political persuasion with a special emphasis throughout the volume on technology the Internet and online communications as political tools Grounded in the disciplines of political science political communications and political marketing the Routledge Handbook of Political Management explores the linkages between applied politics and social science theory Leading American and international scholars and practitioners provide an exhaustive and up to date treatment of the state of this emerging field This publication is a major resource for advanced undergraduates graduate students and scholars of campaigns elections advocacy and applied politics as well as for political management professionals

In Defense of Negativity John G. Geer, 2024-05-31 Americans tend to see negative campaign ads as just that negative Pundits journalists voters and scholars frequently complain that such ads undermine elections and even democratic government itself But John G Geer here takes the opposite stance arguing that when political candidates attack each other raising doubts about each other's views and qualifications voters and the democratic process benefit In Defense of Negativity Geer's study of negative advertising in presidential campaigns from 1960 to 2004 asserts that the proliferating attack ads are far more likely than positive ads to focus on salient political issues rather than politicians personal characteristics Accordingly the ads enrich the democratic process providing voters with relevant and substantial information before they head to the polls An important and timely contribution to American political discourse In Defense of Negativity concludes that if we want campaigns to grapple with relevant issues and address real problems negative ads just might be the solution

The Oxford Handbook of Political Participation Marco Giugni, Maria Grasso, 2022-07-21 The Oxford Handbook of Political Participation provides the first comprehensive up to date treatment of political participation in all its varied forms investigates a wide range of topics in the field from both a theoretical and methodological perspective and covers the most recent developments in the area It brings together research traditions from political science and sociology bridging the gap in particular between political sociology and social movement studies contributions also draw on crucial work in psychology economics anthropology and geography Following a detailed introduction from the editors the volume is divided into nine parts that explore political participation across disciplines core theoretical perspectives methodological approaches modes of participation contexts determinants processes outcomes and current trends and future directions The book will be a valuable reference work for anyone interested in understanding political participation and related themes *Routledge International Handbook of Emotions and Media* Katrin Döveling, Elly A. Konijn, 2021-11-09 In times of a worldwide pandemic the election of a new US president MeToo and Fridays for Future to name but a few examples one thing becomes palpable the emotional impact of media on individuals and society cannot be underestimated The relations between media people and society are to

a great extent based on human emotions Emotions are essential in understanding how media messages are processed and how media affect individual and social behavior as well as public social life Adopting a thoroughly interdisciplinary approach to the study of emotions in the context of media the second entirely revised and updated edition of Routledge International Handbook of Emotions and Media comprises areas such as evolutionary psychology media psychology media sociology cultural studies media entertainment and political and digital communication Leading experts from across the globe explore cutting edge research on the role of emotion in selecting and processing media contents the emotional consequences of media use politics and public emotion emotions in political communication and persuasion as well as emotions in digital interactive and virtual encounters This compelling and authoritative Handbook is an essential reference tool for scholars and students of media communication science media psychology emotion cognitive and social psychology cultural studies media sociology and related fields

Political Advertising in the United States Erika Franklin Fowler, Michael Franz, Travis Ridout, 2021-11-24 Political Advertising in the United States examines the volume distribution content and effects of political advertising in congressional and presidential elections The book considers the role of television ads using extensive data on ad airings on local broadcast stations It also analyzes newly available data on paid digital ads including ads on Facebook Instagram Google and YouTube The book covers the role of outside groups in airing ads including the rise of dark money groups and gaps in existing federal campaign finance laws around transparency of outside group spending The authors consider how ad sponsors design and target ads They also review the positive and negative implications of an electoral system where billions are spent on paid advertising With detailed analysis of presidential and congressional campaign ads and discussion questions in each chapter this accessibly written book is a must read for students scholars and practitioners who want to understand the ins and outs of political advertising New to the Second Edition Covers the spending content and tone of political advertising in the 2016 and 2020 presidential elections and the 2018 midterms looking ahead to 2022 and 2024 Addresses the interference of foreign actors in elections and their connection to political advertising Expands the discussion of digital political advertising and incorporates this topic into every chapter Adds a new chapter specifically addressing digital ad content and spending Includes data from the Facebook Google and Snapchat ad libraries and explores the role of these companies in regulating the sale of political advertising Incorporates new data on the effects of race and gender in advertising including what is known about the way in which advertising may activate prejudicial attitudes

Political Advertising in the 2014 European Parliament Elections Christina Holtz-Bacha, Edoardo Novelli, Kevin Rafter, 2017-07-21 This timely publication offers a fresh scholarly assessment of political advertising across the EU as well as an insight into differing political and regulatory systems related to political advertising in the individual member states With a detailed focus on the images and communication styles that characterised the 2014 European Parliament election campaign this edited collection evaluates political advertising across the EU using empirical data to compare and contrast

styles and approaches in different members This work allows the authors to offer an important evaluation of the similarities and differences in the posters and broadcasts used to win public support in the 2014 campaign at the time of the great European recession and financial crisis specifically looking at the place of posters and video commercials This book will appeal to researchers and students of political communication political science history European studies as well as candidates and campaign workers who want a more comprehensive understanding of the representation of Europe in political adverts at the 2014 elections *Campaigning in the Twenty-First Century* Dennis W. Johnson, 2016-02-12 In view of the 2016 US election season the second edition of this book analyzes the way political campaigns have been traditionally run and the extraordinary changes that have occurred since 2012 Dennis W Johnson looks at the most sophisticated techniques of modern campaigning micro targeting online fundraising digital communication the new media and examines what has changed how those changes have dramatically transformed campaigning and what has remained fundamentally the same despite new technologies and communications Campaigns are becoming more open and free wheeling with greater involvement of activists especially through social media and average voters alike At the same time they have become more professionalized and the author has experience managing and marketing the process Campaigning in the Twenty First Century illustrates the daunting challenges for candidates and professional consultants as they try to get their messages out to voters Ironically the more open and robust campaigns become the greater is the need for seasoned flexible and imaginative professional consultants New to the Second Edition Includes coverage of the 2012 and 2014 elections looking ahead to 2016 Updates coverage of campaign finance since the landmark Citizens United Supreme Court decision Adds to the discussion of demographic and technological changes in elections since 2012

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