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# **HIDDEN** **PERSUADERS**



**THE CLASSIC STUDY**  
**OF THE AMERICAN ADVERTISING MACHINE**

# Persuaders Inside The Hidden Machine Of Political Advertising

**Jesper Strömbäck, Lynda Lee Kaid**



## **Persuaders Inside The Hidden Machine Of Political Advertising:**

**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

**Political Marketing** Jennifer Lees-Marshment, 2014-05-09 Substantially revised throughout Political Marketing second edition continues to offer students the most comprehensive introduction to this rapidly growing field It provides an accessible but in depth guide to what political marketing is and how it is used in practice and encourages reflection on how it should be used in the future Features and benefits of the second edition New chapters on political branding and delivery marketing Expanded discussion of political public relations crisis management marketing in the lower levels of government and volunteer friendly organizations Examination of the new research on emerging practices in the field such as interactive and responsive leadership communication mobile marketing co creation market research experimental and analytic marketing celebrity marketing and integrated marketing communications and Extensive pedagogical features including 21 detailed case studies from around the world practitioner profiles best practice guides class discussion points an online resource site and both applied and traditional assessment questions Written by a leading expert in the field this textbook is essential reading for all students of political marketing parties and elections and comparative politics This book is supported by an online resource site [www.politicalmarketing.org](http://www.politicalmarketing.org) which is annually updated with new academic literature audiovisual links and websites that provide further reading and links to clips for use in teaching political marketing

**Key Concepts in Political Communication** Darren G Lilleker, 2006-01-25 This is a systematic and accessible introduction to the critical concepts structures and professional practices of political communication Lilleker presents over 50 core concepts in political communication which cement together various strands of theory From aestheticisation to virtual politics he explains illustrates and provides selected further reading He considers both practical and theoretical issues central to political communication and offers a critical assessment of recent developments in political communication

Political Parties and

Campaigning in Australia Glenn Kefford, 2021-02-15 Big data and microtargeting steal the headlines about campaigning But how important are they really to the way that political parties campaign This book provides a fine grained account of the campaign practices of three Australian political parties It explores how prevalent data driven campaigning is introduces an original theoretical framework to understand these practices and demonstrates that there is a disconnect between what Australian voters think about these issues and the way that parties campaign in the 21st century Drawing on 161 interviews participant observation and original survey data it shows that the reality of contemporary campaigning is often different to what we are led to believe

Routledge Handbook of Political Marketing Jennifer Lees-Marshment, 2012-03-12 With the Obama campaign universally acknowledged as the most successfully marketed presidential campaign of all time the future of political marketing is fiercely contested provoking a wealth of high quality scholarship from across the globe This work provides an accessible introduction to the field international in both content and authorship which will set the direction of future research Routledge Handbook of Political Marketing contains cutting edge contributions written by academic experts and informed practitioners but will also have a cohesive structure containing emerging areas and authors alongside established ones The handbook addresses the practicalities as well as the broader impact of political marketing on politics including its role in the changing relationship between political leaders parties and voters With each chapter providing a comparative and carefully structured discussion of a key topic the handbook examines issues within the following broad themes Understanding the market gathering ideas and debate Product development branding and strategy Internal Marketing Communicating and connecting with the public Government Marketing delivery policy and leadership With each chapter written to a common template presenting new research and contemporary case studies the handbook combines a succinct presentation of the latest research with an accessible and systematic format that will be of great interest to scholars and practitioners alike

*Political Branding Strategies* Lorann Downer, 2015-12-03 Political Branding Strategies tells the story of branding by the Australian Labor Party across seven years and three brands Kevin07 The Real Julia and that of the party Employing a new framework to understand and evaluate branding the book offers lessons for practitioners researchers and citizens in democracies everywhere

The SAGE Handbook of Political Advertising Lynda Lee Kaid, Christina Holtz-Bacha, 2006-06-14 The SAGE Handbook of Political Advertising provides a comprehensive view of the role political advertising plays in democracies around the world Editors Lynda Lee Kaid and Christina Holtz Bacha along with an international group of contributors examine the differences as well as the similarities of political advertising in established and evolving democratic governments Key Features Offers an international perspective This Handbook examines the political television advertising process that has evolved in democracies around the world including countries in Asia Europe Australia Africa Latin America and North America In addition a comparative overview addresses the effects of political advertising on the voters and the systems of which it is a part Provides comprehensive coverage For each country presented an analysis is

given of its political advertising history its cultural implications the political and regulatory systems related to political advertising the effects of media system structures and the effects of new technologies Includes examples from recent elections The role specific candidate or party controlled television plays in a specific region s electoral process is examined Original research on recent elections confirms the expanding significance of this form of political communication This is an excellent resource for media professionals and practicing journalists as well as a welcome addition to any academic library It can also be used as a textbook for advanced undergraduate and graduate courses on Political Advertising in the fields of Political Science Communication Broadcasting Journalism and International Relations      The Persuaders Sally Ann Young,2004 The first book devoted to Australian political advertising in which the author charts how it has changed over time assessing what impact it has had on the nature of our democracy      Worth Fighting for Kathie Muir,2008 When Labor won the 2008 election it was widely accepted that the Work Choices campaign run by the union movement and the anti union campaign run by the Howard Government were big reasons for victory Many commentators noted that there had never been a campaign like Your Rights at Work nothing so well resourced over such a long period This book examines the details of the campaign Provided by publisher      *Handbook of Research on Global Perspectives on International Advertising* Krom, Ipek,2022-06-24 International advertising is an important discipline in social sciences studies and though many books and articles have been published surrounding international advertising only a few of them contain information about the advertising industry related to specific international countries and regions Additional consideration on how advertising is utilized across the world is vital to understand the current best practices challenges and opportunities in the marketing field The Handbook of Research on Global Perspectives on International Advertising considers various perspectives on international advertising through global and local lenses and discusses strategies and tactics of advertising across the globe Covering topics such as branding political advertising cultural features and tourism advertising this reference work is ideal for industry professionals academicians practitioners researchers scholars instructors and students      **Political Parties and Elections** Anika Gauja,2016-04-22 Political Parties and Elections presents a comparative analysis of the ways in which advanced industrial democracies seek to regulate the activities of political parties in electoral contests Actual political practice suggests that parties are crucial actors in democratic elections yet the nature and extent to which parties are regulated or even recognized as participants in the electoral process varies greatly among nations Author Anika Gauja analyzes the electoral laws of five key common law democracies with similar parliamentary and representative traditions similar levels of economic and political development yet with significantly different electoral provisions the United States the United Kingdom Canada Australia and New Zealand Using the relationship between law and politics as a lens the book focuses specifically on the ways in which these jurisdictions seek to regulate the behavior of their political parties as the product of a broader normative vision of how representative democracy ought to function In its subject matter comparative

scope and interdisciplinary theoretical framework this book examines not only electoral law but also ancillary legislation such as funding regulations associations and corporations law and constitutional provisions It also analyzes the case law that guides the interpretation of this legislation Political Parties and Elections represents an innovative body of research comparing for the first time the electoral legal regimes of a significant number of common law nations Contemporary Politics in Australia Rodney Smith,Ariadne Vromen,Ian Cook,2012-02-02 A diverse range of experts provide a comprehensive introduction to current theories debates and research in Australian political science **The Handbook of Election News Coverage Around the World** Jesper Strömbäck,Lynda Lee Kaid,2009-09-10 The Handbook of Election Coverage Around the World focuses on the news coverage of national elections in democracies around the globe It brings together and compares election news coverage within a single framework offering a systematic consideration of various factors Considering the prominence and power of the press in the election process this volume will offer unique breadth in its global consideration of the topic The volume will appeal to scholars in political communication political science mass media and society and others studying elections and media coverage around the world **Branding Democracy** Gerald Sussman,2010 Branding Democracy U S Regime Change in Post Soviet Eastern Europe is a study of the uses of systemic propaganda in U S foreign policy Moving beyond traditional understandings of propaganda Branding Democracy analyzes the expanding and ubiquitous uses of domestic public persuasion under a neoliberal regime and an informational mode of development and its migration to the arena of foreign policy A highly mobile and flexible corporate dominated new informational economy is the foundation of intensified Western marketing and promotional culture across spatial and temporal divides enabling transnational interests to integrate territories previously beyond their reach U S democracy promotion and interventions in the Eastern European color revolutions in the early twenty first century serve as studies of neoliberal state interests in action Branding Democracy will be of interest to students of U S and European politics political economy foreign policy political communication American studies and culture studies *Money and Politics* Joo-Cheong Tham,2010 Examines the various ways in which money influences Australian politics private and public funding income and spending direct contributions to political parties as well as lobbying cover **Political Communication and Cognition** D. Lilleker,2014-07-29 Political Communication and Cognition draws on a range of theories from communication psychology to explain how citizens receive communication about politics how communication might make a citizen think and importantly what stimulates political participation whether simply paying attention chatting online or going to vote Sex in Public Lauren Rosewarne,2009-03-26 Despite decades of feminist awareness and activism women continue to be portrayed in outdoor advertising in a limited and sexist manner The fact that in public space audiences are exposed to such images without choice renders the issue an important public policy concern Sex in Public utilises a large outdoor advertising data collection to examine the contemporary outdoor advertising landscape documenting the routine portrayal of women as thin white young and idle This book examines why such portrayals

are concerning for feminists as well as for public policy and explores the advertising self regulation systems that facilitate the display of such images This book criticises sexist outdoor advertising as a form of sexual harassment given that imagery often bearing very strong semblance to pin ups which would be outlawed in a workplace are readily displayed in public space reflecting a troublesome public policy double standard Understanding sexist outdoor advertising as a form of sexual harassment is a new framework that Sex in Public offers to understand critique and condemn such images Australian Political Institutions Gwynneth Singleton, Don Aitkin, Brian Jinks, John Warhurst, 2012-11-07 Australian Political Institutions 10e introduces students to the structure and organisation of the institutions and functions of government in Australia with reference to contemporary issues and debates A lot has changed in recent times in the Australian political environment Finally there is a text that incorporates all these important changes As an introduction to the principles of political science the text provides an analysis of key issues in the Australian political system in a clear and concise manner This new tenth edition retains its core focus on the Australian political system but also includes expanded comparative analysis of the similarities and differences in the structure and operation of political institutions in other countries which students can use to consider the strengths and weaknesses of the Australian political system and whether it could be improved The Citizen Marketer Joel Penney, 2017-05-05 From hashtag activism to the flood of political memes on social media the landscape of political communication is being transformed by the grassroots circulation of opinion on digital platforms and beyond By exploring how everyday people assist in the promotion of political media messages to persuade their peers and shape the public mind Joel Penney offers a new framework for understanding the phenomenon of viral political communication the citizen marketer Like the citizen consumer the citizen marketer is guided by the logics of marketing practice but rather than being passive actively circulates persuasive media to advance political interests Such practices include using protest symbols in social media profile pictures strategically tweeting links to news articles to raise awareness about select issues sharing politically charged internet memes and viral videos and displaying mass produced T shirts buttons and bumper stickers that promote a favored electoral candidate or cause Citizens view their participation in such activities not only in terms of how it may shape or influence outcomes but as a statement of their own identity As the book argues these practices signal an important shift in how political participation is conceptualized and performed in advanced capitalist democratic societies as they casually inject political ideas into the everyday spaces and places of popular culture While marketing is considered a dirty word in certain critical circles particularly among segments of the left that have identified neoliberal market logics and consumer capitalist structures as a major focus of political struggle some of these very critics have determined that the most effective way to push back against the forces of neoliberal capitalism is to co opt its own marketing and advertising techniques to spread counter hegemonic ideas to the public Accordingly this book argues that the citizen marketer approach to political action is much broader than any one ideological constituency or bloc Rather it is a means of promoting a wide

range of political ideas including those that are broadly critical of elite uses of marketing in consumer capitalist societies The book includes an extensive historical treatment of citizen level political promotion in modern democratic societies connecting contemporary digital practices to both the 19th century tradition of mass political spectacle as well as more informal culturally situated forms of political expression that emerge from postwar countercultures By investigating the logics and motivations behind the citizen marketer approach as well as how it has developed in response to key social cultural and technological changes Penney charts the evolution of activism in an age of mediatized politics promotional culture and viral circulation

**Communication in the Age of Suspicion** V. Bakir,D. Barlow,2007-04-12 In this timely volume fourteen international contributors explore the relationship between media and trust beginning with an examination of the decline of trust in key institutions The book concludes by considering the future implications for media communication and exploring potential directions for further research in this Age of Suspicion

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