

*Praeger Series  
in Political Communication*

# Rhetorical Studies of National Political Debates—1996

Edited by  
Robert V. Friedenberg

# Rhetorical Studies Of National Political Debates 1996

**Judith S. Trent, Robert V. Friedenber**

## **Rhetorical Studies Of National Political Debates 1996:**

**Rhetorical Studies of National Political Debates** Robert V. Friedenberg, 1997-09-16 Seventeen of the most widely seen and heard speakers in history all have one thing in common they were all seen and heard while engaged in national political debates as they sought the two highest offices Americans can bestow upon their countrymen This book focuses on the most recent four of these individuals Clinton Dole Gore and Kemp and the rhetorical centerpieces of their respective campaigns the 1996 political campaign debates This text explores the factors motivating the candidates to debate the goals of each candidate in debating the rhetorical strategies and the effects of particular debates The volume ends with insights into the patterns and trends of national political debating This is an invaluable text for students and researchers of American political campaigns the presidency and rhetoric

Politeness in Presidential Debates William O. Dailey, Edward A. Hinck, Shelly S. Hinck, 2008 Politeness in Presidential Debates analyzes politeness strategies in presidential and vice presidential debates from 1960 to 2004 After an introduction to politeness theory and how to apply it to debates the authors summarize each candidate's politeness strategies relate them to the historical context of the appropriate campaign and consider them in relation to other studies conducted on the debates This well researched book ends with implications for debate planners politicians citizens and scholars including an insightful chapter on the electorate's ideal debate

**Presidential Debate Negotiation from 1960 to 1988** John W. Self, 2016-12-20 Since their inception the presidential debates Americans have watched on television were carefully negotiated This book closely examines a previously unexamined type of political communication presidential debate negotiation While it has been widely known that all general election presidential debates since 1960 have been negotiated by the participating candidates no one has ever completed a systematic study of them In particular the 1960 1976 1980 1984 and 1988 negotiations were examined in detail For each of these election cycles a comprehensive narrative of what occurred during the pre debate negotiations was constructed based on primary source materials media accounts and other secondary sources Comparisons across election cycles were made in order to draw some conclusions about presidential debate negotiation Presidential debate negotiations are not just negotiations but rather also a form of political rhetoric for several different players The research concluded that there are five contexts in which presidential debate rhetoric occurs and the rhetoric is aimed at two audiences Within each context the functions and strategies of the rhetoric were discussed and explained from the perspective of the sponsor of the debate the candidates and their representatives as well as the media

**Rhetoric and Politics** Maria Załęska, 2011-10-18

Paradoxically the term rhetoric functions nowadays both as a name of an antique even obsolete framework of research and as a fashionable buzzword that entails virtually any form of persuasive communication Reflecting a growing scholarly interest in political discourses this volume offers systematic theoretically grounded insights into the flow of persuasion that constitutes politics today Authors combine the interest in rhetoric within politics with different disciplinary orientations

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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 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

**Studies of Communication in the 2020 Presidential Campaign** Robert E. Denton Jr., 2021-10-18 Studies of Communication in the 2020 Presidential Campaign explores a wide range of communication elements themes and topics of the 2020 presidential election The introduction provides a brief snapshot summarizing the role of more traditional elements of campaign communication as well as the newer elements of social media and journalistic practices that transformed the political landscape in 2020 Each chapter serves as a stand alone study focusing on the role and function of communication within the context of the chapter topics and the 2020 election

**Political Campaign Communication** Judith S. Trent, Robert V. Friedenberg, 2004 Viewing political campaigns as communication phenomena Trent and Friedenberg examine the communication principles and practices central to election campaigns Political Campaign Communication provides readers with a realistic understanding of the strategic and tactical

communication choices candidates and their staffs must make as they wage a political campaign This edition has been updated to reflect what occurred in the 2000 election cycles the 2002 election cycle and the early stages of the 2004 election cycle Visit our website for sample chapters

**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 Includes 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

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

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