

Presidential Campaign Discourse

*Strategic
Communication
Problems*

Edited by
Kathleen E. Kendall

Presidential Campaign Discourse Strategic Communication Problems

Kathleen E. Kendall



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 Presidential

Campaign Discourse Kathleen E. Kendall, 1995-01-01 Focuses on strategies for solving communication problems in presidential campaigns **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 **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

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 **Communication in Political Campaigns** William L.

Benoit, 2007 This book offers a comprehensive guide to political campaign communication using functional theory as a

framework An authoritative account packed with real life examples from campaigns across the globe the book examines all of the important variables in political campaign communication Considering campaign media from television spots and debates to candidate webpages and direct mail advertising it looks closely at news coverage of campaigns and examines the sources of campaign messages the various ways of responding to scandal the process of voter decision making and the ways in which context affects a political campaign Chapters consider a full range of races from presidential to congressional to gubernatorial and look at political campaigns in the United States and many other countries including France Israel South Korea and Taiwan Communication in Political Campaigns introduces readers to both theory and research on the topic and is an ideal text for courses on political campaigns *Communication Yearbook 21* Michael Roloff, 2012-03-22 The Communication Yearbook annuals publish diverse state of the discipline literature reviews that advance knowledge and understanding of communication systems processes and impacts across the discipline Sponsored by the International Communication Association each volume provides a forum for the exchange of interdisciplinary and internationally diverse scholarship relating to communication in its many forms This volume re issues the yearbook from 1998 Campaign 2000 William L. Benoit, 2003 Campaign 2000 applies the functional theory of political campaign discourse analyzing how messages acclaim attack or defend to several different forms of campaign communication in the 2000 U S presidential primary and general election These forms include political advertisements on television and radio debates television talk show appearances campaign web pages and convention speeches by candidates and their spouses The authors also look at the election outcomes and explore lessons to apply to future campaign discourse **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 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

Seeing Spots William L. Benoit, 1999-07-30 Benoit provides a comprehensive analysis of presidential television spots from every campaign that used this important message form from the 1952 campaign through the last national campaign in 1996 More than 1 600 presidential spots are analyzed from both primary and general campaigns Republican Democratic and third party candidate advertisements are analyzed He uses the Functional Theory of Political Campaign Discourse analyzing themes in spots as acclaims self praise attacks criticism and defenses responses to attacks Themes are classified according to topic Each of these topics is broken down further policy past deeds future plans general goals character personal qualities leadership ability ideals Contrasts are made between spots from Republicans and Democrats as well as third parties incumbents and challengers and winners and losers The spots from candidates who led trailed or were in close races also are contrasted Spots are becoming more negative over time Benoit concludes in both primary and general campaigns General campaigns are more negative than primary campaigns Democrats are more negative than Republicans and challengers are more negative than incumbents There are no differences between winners and losers However candidates who trailed throughout the campaign were most negative while candidates in close races were most positive An important analysis for scholars and researchers in political communication and American presidential politics

A Functional Analysis of Political Television Advertisements William L. Benoit, 2014-04-01 A Functional Analysis of Political Television Advertisements examines theory and research on election advertisements William Benoit employs the Functional Theory of Political Campaign Discourse to understand the nature or content of television spots in election campaigns Beginning with a look at American presidential spots from 1952 2012 Benoit investigates the three functions acclaims attacks and defenses and the topics of policy and character for these groups of political commercials The following chapters are devoted to reporting similar data on presidential primary advertisements presidential third party spots other theories including Issue Ownership Theory and Functional Federalism Theory as well as nonpresidential and non U S election advertising Benoit considers the data discusses the development of political advertising over time and finally

presents areas for further research This book is a uniquely comprehensive examination of the value and use of television spots in political election rhetoric 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 **The SAGE Handbook of Political Communication** Holli A Semetko, Margaret Scammell, 2012-04-03 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 *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 shouldn 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

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

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

[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

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

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Table of Contents Presidential Campaign Discourse Strategic Communication Problems

1. Understanding the eBook Presidential Campaign Discourse Strategic Communication Problems
 - The Rise of Digital Reading Presidential Campaign Discourse Strategic Communication Problems
 - Advantages of eBooks Over Traditional Books
2. Identifying Presidential Campaign Discourse Strategic Communication Problems
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Presidential Campaign Discourse Strategic Communication Problems
 - User-Friendly Interface
4. Exploring eBook Recommendations from Presidential Campaign Discourse Strategic Communication Problems
 - Personalized Recommendations

- Presidential Campaign Discourse Strategic Communication Problems User Reviews and Ratings
- Presidential Campaign Discourse Strategic Communication Problems and Bestseller Lists
- 5. Accessing Presidential Campaign Discourse Strategic Communication Problems Free and Paid eBooks
 - Presidential Campaign Discourse Strategic Communication Problems Public Domain eBooks
 - Presidential Campaign Discourse Strategic Communication Problems eBook Subscription Services
 - Presidential Campaign Discourse Strategic Communication Problems Budget-Friendly Options
- 6. Navigating Presidential Campaign Discourse Strategic Communication Problems eBook Formats
 - ePub, PDF, MOBI, and More
 - Presidential Campaign Discourse Strategic Communication Problems Compatibility with Devices
 - Presidential Campaign Discourse Strategic Communication Problems Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Presidential Campaign Discourse Strategic Communication Problems
 - Highlighting and Note-Taking Presidential Campaign Discourse Strategic Communication Problems
 - Interactive Elements Presidential Campaign Discourse Strategic Communication Problems
- 8. Staying Engaged with Presidential Campaign Discourse Strategic Communication Problems
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Presidential Campaign Discourse Strategic Communication Problems
- 9. Balancing eBooks and Physical Books Presidential Campaign Discourse Strategic Communication Problems
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Presidential Campaign Discourse Strategic Communication Problems
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Presidential Campaign Discourse Strategic Communication Problems
 - Setting Reading Goals Presidential Campaign Discourse Strategic Communication Problems
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Presidential Campaign Discourse Strategic Communication Problems
 - Fact-Checking eBook Content of Presidential Campaign Discourse Strategic Communication Problems

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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