

Presidential Campaign

Robert E. Denton Jr.

Presidential Campaign:

The 2024 Presidential Campaign Robert E. Denton, Jr., 2025-04-11 A comprehensive communication analysis of the 2024 presidential campaign Presidential campaigns are more than elections they are cultural touchstones that shape national identity and political discourse The 2024 presidential campaign was a defining moment in American history marked by political polarization and cultural turns In The 2024 Presidential Campaign A Communication Perspective Robert E Denton Ir and a team of esteemed scholars offer an incisive look at the strategies narratives and media that influenced this landmark election Examining all key areas of the 2024 election through the lens of communication this timely volume delves into critical facets of campaign messaging including political advertising and established news media Discussions of recent developments such as AI generated content and the expansion of alternative media provide a deeper understanding of how rapid technological advancement impacts both presidential campaigns and American democracy Each chapter provides unique insights connecting communication theory to real world electoral phenomena Presents in depth analyses of televised debates social media strategies and advertising Explores the use of humor in computer generated images and political cartoons Includes chapters on candidate branding and political party conventions Addresses the impact of campaign finance on electoral outcomes Offers the latest insights into digital and mediated campaign practices Provides a unique perspective on cultural and generational shifts in U S politics The 2024 Presidential Campaign A Communication Perspective is essential reading for scholars and students in Political Science Journalism and Communication particularly those studying presidential campaigns media and politics and the presidency Ideal for upper level undergraduate and graduate courses it is also a valuable resource for professionals in political campaign management The 2008 Presidential Campaign Robert E. Denton Jr., 2009-08-16 Presidential campaigns are our national conversations the widespread and complex communication of issues images social reality and personas In 2008 more people participated in the conversation as voter numbers in every demographic group increased to levels of the 1970s Here political communication specialists break down the historic 2008 presidential campaign and go beyond the quantitative facts electoral counts and poll results of the election Factoring in everything from the campaign in popular culture political cartoons and the effect of celebrity the authors look at the early campaign period the nomination process and conventions the social and political context the debates the role of candidate spouses candidate strategies political advertising and the use of the Internet This enlightening book shows why more technology doesn't always mean more effective communication and how as we attempt to make sense of our environment we collect political bits of communication that comprise our voting choices worldviews and legislative desires The Final Report of the Select Committee on Presidential Campaign Activities, United States Senate, Pursuant to S. Res. 60, February 7, 1973 United States. Congress. Senate. Select Committee on Presidential Campaign Activities, 1974 The Presidential **Campaign, 1976: Jimmy Carter. 2 v** ,1978 Presidential Campaign Activities of 1972, Senate Resolution 60: Watergate

investigation. 9 v United States. Congress. Senate. Select Committee on Presidential Campaign Activities, 1974 Presidential Campaign Activities of 1972, Senate Resolution 60 United States. Congress. Senate. Select Committee on Studies of Identity in the 2008 Presidential Campaign Robert E. Denton Presidential Campaign Activities, 1973 Jr., 2010-06-14 To simply say the 2008 presidential election was historic seems like an understatement The election was unique in many ways beyond the selection of the nation's first African American as President The drama of the election was also heightened by the historic nomination battle between Hillary Clinton and Barack Obama The contest generated issues of race and gender throughout the campaign as did the candidacy of Sarah Palin as the Republican Vice Presidential nominee And John McCain brought his own unique qualities to the campaign Vietnam War hero long term Congressional service record feisty temperament and the oldest first time presidential candidate to run for the Presidency Thus issues of race gender and age dominated the campaign both implicitly and explicitly The candidacies of Clinton Obama McCain and Palin provided the context and dynamics for charges of racism sexism and ageism Studies of Identity in the 2008 Presidential Campaign explores issues of identity politics and the presidential election Investigating all aspects of race gender or ageism the contributors to this volume address the role and function of identity politics in political campaigns and highlight challenges of identity politics in contemporary political campaigns The Presidential Campaign, 1976: The debates ,1978 Divided into 2 volumes Part I and Part II The 2012 Presidential Campaign Robert E. Denton Jr., 2013-07-29 Presidential campaigns are our national conversations the widespread and complex communication of issues images social reality and personas Political communication specialists break down the 2012 presidential campaign and go beyond the quantitative facts electoral counts and poll results of the election to make sense of the political bits of communication that comprise our voting choices. The contributors look at the early campaign period the nomination process and conventions the social and political contexts the debates the role of candidate spouses candidate strategies political strategies and the use of The Politics of Authenticity in Presidential Campaigns, 1976-2008 Erica J. the Internet and other technologies Seifert, 2014-01-10 Authenticity the dominant cultural value of the baby boom generation became central to presidential campaigns in the late 20th century Beginning in 1976 Americans elected six presidents whose campaigns represented evolving standards of authenticity Interacting with the media and their publics these successful presidential candidates structured their campaigns around projecting authentic images and connecting with voters as one of us In the process they rewrote the political playbook redefined presidentiality and changed the terms of the national political discourse This book is predicated on the assumption that it is worth knowing why The 2020 Presidential Campaign Robert E. Denton Jr., 2021-06-10 As he has done for each presidential campaign since 1992 Robert E Denton Jr gathers a diverse collection of communications scholars to analyze specific areas of the most recent campaign season Topics include early campaign rhetoric the nomination process and conventions candidate strategies presidential debates political advertising the use of

new media and coverage of the campaigns This volume looks at the 2020 presidential campaign from three perspectives The first section addresses the major political campaign communication areas including pre primary candidate surfacing the conventions the debates political advertising social media and news coverage of the campaign The second section includes two unique perspectives on political branding and the politics of food in the 2020 campaign The final section of the volume provides the broad overviews of campaign spending and finance as well as the national perspective of explaining the vote Thus the chapters cluster around the themes of campaign communication studies of unique or special topics relevant to the campaigns and the overall election Presidential Campaigns Daniel M. Shea, Brian M. Harward, 2013-10-31 Combining primary sources with expert commentary this timely book probes critical moments in U S presidential elections in the last 20th and early 21st centuries empowering readers to better understand and analyze the electoral process Presidential Campaigns Documents Decoded illuminates both the high stakes of a presidential campaign and the gaffes controversies and excesses that often influence the outcome With a view to enabling readers to develop skills essential to political literacy the book examines crisis points in modern presidential elections from the early 1950s through the late 2000s Chronologically organized the study focuses on key events pertinent to each election It provides an original account of the event such as a debate transcript or news report as well as a discussion detailing how the issue emerged and why it was important This unique and engaging approach enables students to experience the actual source material as voters might have At the same time it shows them how an expert views the material facilitating a deeper understanding of the narratives every presidential campaign constructs around its candidates its party and its opponents The 2016 US Presidential Campaign Robert E. Denton Jr, 2017-07-21 This volume focuses on the 2016 Presidential campaign from a communication perspective with each chapter considering a specific area of political campaign communication and practice The first section includes chapters on the early candidate nomination campaigns the nominating conventions the debates political advertising and new media technologies The second section provides studies of critical topics and issues of the campaign to include chapters on candidate persona issues of gender wedge issues and scandal The final section provides an overview of the election with chapters focusing on explaining the vote and impact of new campaign finance laws and regulations in the 2016 election All the contributors are accomplished scholars in their areas of analysis Students scholars and general readers will find the volume offers a comprehensive overview of the historic 2016 presidential campaign 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 **Presidential Campaigns** Paul F. Boller Jr., 2004-07-22 Were presidential campaigns always as bitter as they have been in recent years Or is the current style of campaigning a new political development In this revised and updated edition of Presidential Campaigns the answers to these questions are clear the race for the presidency although at times mean and nasty has always been an endlessly entertaining and highly charged spectacle for the American public This book unveils the whole history of American presidential elections from the seamless ascent of General George Washington to the bitterly contested election of George W Bush bringing these boisterous contests to life in all their richness and complexity In the old days Boller shows campaigns were much rowdier than they are today Back in the nineteenth century the invective at election time was exuberant and the mudslinging unrestrained a candidate might be called everything from a carbuncle faced old drunkard to a howling atheist But there was plenty of fun and games too with songs and slogans speeches and parades all livening up the scene in order to get people to the polls Presidential Campaigns takes note of the serious side of elections even as it documents the frenzy frolic and the sleaze Each chapter contains a brief essay describing an election and presenting campaign highlights that bring to life the quadrennial confrontation in all its shame and glory With a postscript analyzing the major changes in the ways Americans have chosen their Presidents from Washington's time to the present Presidential Campaigns gives the reader a full picture of this somewhat flawed procedure For all of its shortcomings though this great American shindig is an essential part of the American democratic system and for better or for worse tells us much about ourselves Presidential Campaign Expenses United States. Congress. Senate. Committee on Privileges and Elections, 1921 The Routledge Historical Atlas of **Presidential Elections** Yanek Mieczkowski, 2013-12-16 First Published in 2001 Routledge is an imprint of Taylor Francis an The Presidential Campaign of Barack Obama Dewey M. Clayton, 2010-05-13 The Presidential informa company Candidacy of Barack Obama provides students of politics inside and outside of the classroom a unique opportunity to explore the challenges an African American faces in becoming the president of the United States Political Campaign Communication Robert E. Denton, Judith S. Trent, Robert V. Friedenberg, 2019-07-19 Political Campaign Communication Ninth Edition uses a speech communication perspective to examine how elective politics contributes to our knowledge and understanding of the electoral process This book explains how principles and practices central to election campaigns affect

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