

# Seeing Spots

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A Functional Analysis  
of Presidential Television  
Advertisements, 1952–1996

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William L. Benoit

# Seeing Spots A Functional Analysis Of Presidential Television Advertisements 1952 1996

**Anne Johnston, Lynda Kaid**



## **Seeing Spots A Functional Analysis Of Presidential Television Advertisements 1952 1996:**

**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

**Gender, Heteronormativity, and the American Presidency** Aidan Smith, 2017-10-03 Gender Heteronormativity and the American Presidency places notions of gender at the center of its analysis of presidential campaign communications Over the decades an investment in gendered representations of would be leaders has changed little in spite of the second and third wave feminist movements Modern candidates have worked vigorously to demonstrate compensatory heterosexuality an unquestionable normative identity that seeks to overcome challenges to their masculinity or femininity The book draws from a wide range of archived media material including televised films and advertisements public debates and speeches and candidate autobiographies From the domestic ideals promoted by Eisenhower in the 1950s right through to the explicit and divisive rhetoric associated with the Clinton Trump race in 2016 intersectional content and discourse analysis reveals how each presidential candidate used his or her campaign to position themselves as a defender of traditional gender roles and furthermore how this investment in appropriate gender behaviour was made manifest in both international and domestic policy choices This book represents a significant and timely contribution to the study of political communication While communication during presidential elections is a well established research field Aidan Smith's book is the first to apply a gendered lens over such an extended historical period and across the political spectrum

**Videostyle in Presidential Campaigns** Anne Johnston, Lynda Kaid, 2000-10-30 Since 1952 when Eisenhower's media consultants decided they could warm up the General's personality and overcome selective exposure by using short spots on television advertising has played a major role in American presidential campaigns By the late 1990s candidates and their political parties spend hundreds of millions on TV ads Political spots have become the dominant form of communication between voters and candidates Kaid and Johnston report the results of a systematic and thorough analysis of virtually all of the political commercials used in general election campaigns from 1952 through the 1996 presidential contest Important to scholars students and other researchers involved with political communications mass communications and presidential elections

*Political Marketing in Retrospective and Prospective* Christine B. Williams, Bruce I. Newman, 2014-06-11 Political marketing coalesced as a subfield in the mid 1990s and in 2002 the Journal of Political Marketing began publication This anniversary collection reviews the existing theory empirical evidence and practice of political marketing and explores emerging topics and lines of inquiry within the field While political candidates and their campaigns are a major focus it also considers the broader range of issue advocacy and lobbying The selections expand beyond the U S context to offer a much needed comparative perspective The volume includes material on the effects of new media and technology posing questions about their direction and consequences for political actors and institutions citizens and governmental systems Collectively the chapters illustrate the breadth and depth of a maturing field of inquiry taking the reader through a retrospective and prospective examination of the intellectual grounding and scholarship that comprise political marketing This book was published as a special issue of the Journal of Political Marketing

*The Sage Handbook of Political Marketing* Paul Baines, Phil Harris, Denisa Hejlova, Costas Panagopoulos, 2025-08-07 The Sage Handbook of Political Marketing is a comprehensive resource that introduces the theory and practice of political marketing in a global yet simultaneously localized world The practice of political marketing has evolved significantly during the 20th and 21st centuries adapting to the rise of mass media marketing communication advertising and the web Traditionally dominated by US European and Australasian scholars the field has up to now emphasized the Americanisation and professionalisation of campaigning styles Since the start of the new millennium however political marketing has transformed into a data driven specialized profession With increasing digitalisation and the advent of AI political marketing involves personally targeted evidence based messaging with real time engagement and sentiment analysis This approach is not limited to democratic regimes but is also widely adopted by authoritarian states worldwide The handbook addresses the global perspectives on political marketing covering a myriad of contexts cultures and regimes It encompasses insights into political marketing in regions seldom discussed in the literature including Zimbabwe Japan India Hong Kong and Ukraine These chapters enrich the debate on political marketing s impact on democracies and its use in non democratic societies Organized into four parts the handbook covers strategy propaganda digital evolution ideology and contemporary practices in political marketing It explores topics such as the marketing of ideology the impact of the internet and social media the use of AI in political marketing and the role of fake news and disinformation in campaigns The handbook addresses the use of political marketing techniques in crisis management political branding the measurement of political marketing effects and political marketing use outside of electoral campaigns The Sage Handbook of Political Marketing is an essential resource for scholars practitioners students and politicians in general seeking to understand the complexities of political marketing It provides a comprehensive and nuanced exploration of the field equipping readers to engage with the theoretical and practical aspects of political marketing in a rapidly changing world Part 1 Strategy in Political Marketing Orthodox and Occidental Perspectives Part 2 Political

Marketing Propaganda and Digital Evolution Global South and Eastern European Perspectives Part 3 Ideology in Political Marketing Advocacy Movements Lobbying and Public Diplomacy Part 4 Contemporary Political Marketing Cybercampaigning Fake News and Social Media     **Routledge Handbook of Applied Communication Research** Lawrence R. Frey, Kenneth N. Cissna, 2009-07-21 The Routledge Handbook of Applied Communication Research provides a state of the art review of communication scholarship that addresses real world concerns issues and problems This comprehensive examination of applied communication research including its foundations research methods employed significant issues confronted important contexts in which such research has been conducted and overviews of some exemplary programs of applied communication research shows how such research has and can make a difference in the world and in people s lives The sections and chapters in this Handbook explain what constitutes applied communication scholarship encompassing a wide range of approaches and clarifying relationships among theoretical perspectives methodological procedures and applied practices demonstrate the breadth and depth of applied communication scholarship review and synthesize literature about applied communication areas and topics in coherent innovative and pedagogically sound ways set agendas for future applied communication scholarship Unique to this volume are chapters presenting exemplary programs of applied communication research that demonstrate the principles and practices of such scholarship written by the scholars who conducted the programs As an impressive benchmark in the ongoing growth and development of communication scholarship editors Lawrence R Frey and Kenneth N Cissna provide an exceptional resource that will help new and experienced scholars alike to understand appreciate and conduct high quality communication research that can positively affect people s lives     **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     *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

*Social Emotions and Their Influences* Huiyan Lin, Giorgio Coricelli, Chunliang Feng, Siyang Luo, Steven Young, 2023-06-06 The common dimensional model of emotion has emphasized that emotional information is generally processed from two dimensions valence from negative to positive and arousal from low to high Recently several theories have proposed that emotions also vary along a sociality dimension ranging from non social emotions i e basic biological drives to social emotions i e complex social interactions Specifically non social emotions e g fear are derived from incentives or aversive emotions that have direct physiological relevance whereas social emotions e g guilt are elicited within the context of social information processing or social cognition Multiple empirical studies have investigated the processing of non social emotions and the influences of these emotions on other cognitive processes However questions regarding social emotion processes and their influences are still open For example little is known about psychological and neural mechanisms underlying different social emotions processes e g guilt shame love envy and pride the development and individual differences of social emotions or the influences of social emotions on social behaviors and decision making Therefore this Research Topic aims to gain a deeper understanding of how different social emotions are processed among different populations and how these social emotions influence other cognitive processes We aim to have a collection of studies which extend the theoretical technical and empirical knowledge about psychological and neural mechanisms underlying social emotions processes as well as the influences of these processes on other cognitive processes in particular on social decision making We encourage studies from different domains e g emotion behavioural economics and decision making implemented by different techniques e g behaviour electrophysiology neuroimaging and brain stimulations among different populations e g healthy adults children and elderly persons with psychological traits and personalities and psychiatric patients **All the Way with LBJ** Robert David Johnson, 2009-02-23 *All the Way with LBJ* examines the LBJ tapes analysing the 1964 presidential campaign and the political culture of the mid 1960s Democracy for Hire Dennis W. Johnson, 2017 This book is a history of political

consulting in America examining how the consulting business developed highlighting the major figures in the consulting industry and assessing the impact of professional consulting on elections and American democracy A key focus is on presidential elections beginning in 1964 and the important role played by consultants and political operatives *Truth in Advertising?* Barbara Allen, Daniel Stevens, 2018-10-18 This book represents the first systematic effort to examine 1 the factual accuracy of the claims made in an entire political advertising campaign 2 the visuals and sound cues used in that advertising and their relationship with the tone and accuracy of ads and 3 the impact of the accuracy of claims on what people know and how they vote in a real campaign The research is based on several years of labor intensive coding of the factual accuracy of every claim made in the presidential ads in the 2008 election as well as the ads for the races for the US Congress in Minnesota We show how the accuracy of political ad claims the visuals and sound of ads and ad tone particularly negativity are related to voting behavior We argue that understanding how the accuracy of political ad claims affects voters is now more important than ever This research has steered clear of the normative question of what such putative gains in knowledge represent however Does the content of negative advertising enhance voter capacities such as the ability to locate candidates issue positions accurately or state reasons to like or dislike candidates based on accurate information about the candidates traits or issue stands Does the accuracy of the information in political advertising matter to voting behavior or vote choice whether turnout goes up or down Would voting more while knowing less that is true be sufficient in a democracy In studying the effects of advertising tone such questions about advertising tone have not been asked Our book redresses this lacuna We show that negative advertising is more likely to make inaccurate claims We show that ads making inaccurate claims also use a larger number of visual and sound distortions perhaps tying up more cognitive capacities while pressing their untruthful arguments We show links between inaccurate advertising and aggregate turnout individual turnout and individual political knowledge The news is not good in an age of post factual democracies **Political Communication**

**Ethics** Robert E. Denton Jr., 2000-05-30 This essay collection examines ethical concerns related to the traditional areas of political communication including campaigns media discourse and advertising as well as new technologies including the Internet In total the collection provides one of the few volumes to examine political ethics from an academic perspective rather than from a moralistic or rule orientation Bruce Gronbeck provides an assessment of presidential campaigns arguing that ethical judgments of citizens are based on candidates actions and motives character and competence Ronald Lee explores the ethics of campaign discourse and he charts the relationship between presidential candidates projection of civic virtue and the political arrangements that dictate the course of the campaign itself Steven Goldzwig and Patricia Sullivan examine what happens to discourse when the divide between the haves and have nots translates into a local community disconnected from virtual politics The nature types and impact of the growing use of hate speech in contemporary politics is explored by Rita Whillock while Robert Denton investigates television as an instrument of governing and its impact on the

nature of democracy Gary Woodward looks at the ethics of political journalism and Lynda Lee Kaid analyzes the ethical issues raised by political advertising in all forms Clifford Jones looks at the impact of campaign finance rules on campaign communication strategy Gary Selnow explores the ethics of politics on the Internet and Robert Denton concludes by examining the relationship between constitutional authority and public morality An important text for students as well as scholars investigating contemporary American politics

**The Columbia History of Post-World War II America** Mark Christopher Carnes, 2007 Beginning with an analysis of cultural themes and ending with a discussion of evolving and expanding political and corporate institutions The Columbia History of Post World War II America addresses changes in America's response to the outside world the merging of psychological states and social patterns in memorial culture scandal culture and consumer culture the intersection of social practices and governmental policies the effect of technological change on society and politics and the intersection of changing belief systems and technological development among other issues Many had feared that Orwellian institutions would crush the individual in the postwar era but a major theme of this book is the persistence of individuality and diversity Trends toward institutional bigness and standardization have coexisted with and sometimes have given rise to a countervailing pattern of individualized expression and consumption Today Americans are exposed to more kinds of images and music choose from an infinite variety of products and have a wide range of options in terms of social and sexual arrangements In short they enjoy more ways to express their individuality despite the ascendancy of immense global corporations and this volume imaginatively explores every facet of this unique American experience

*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

**With Malice Toward All?** Patricia Moy, Michael Pfau, 2000-04-30 Public opinion polls point to a continuing decline in confidence in the Presidency court system Congress the news media state government public education and other key institutions Moy and Pfau analyze the reasons for this crisis of confidence with particular attention to the role of the media Moy and Pfau examine the impact of sociodemographic factors political expertise and use of communication media on people's perceptions of confidence in democratic institutions Their conclusions are based on two years of data collection In three waves between 1995 and 1997 they conducted a series of content analyses of media depictions of democratic institutions in conjunction with general survey data The result is one of the most comprehensive examinations ever conducted on the influence of the media on public confidence It will be of great value to scholars researchers students and professionals in government and the media

**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

Handbook of Political Communication Research Lynda Lee Kaid, 2004-07-19 This volume brings together the major thrusts of research and theory in political communication For scholars researchers students in political communication mass communication and political science and for readers in public opinion political psychol

*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

Media Management in the Age of Lyndon B. Johnson Benjamin W. Quail, 2022-01-01 This book looks broadly at how the contentious relationships between the media and US President Lyndon B Johnson affected the national consciousness during the turbulent period of his leadership Johnson had to deal with a particularly difficult and divisive period in American history and his relationship with the press undoubtedly contributed to an atmosphere of friction within the United States A more specific purpose of this research monograph is ultimately to shine a light on the trials and tribulations that Johnson faced as a president dealing with new forms of communication in the 1960s It aims to show the difficulties that he had in adapting a very personal style of leadership which had served him well in the Senate in the role he

undertook as leader of a nation Further to this it builds on this foundation to argue that Johnson developed a reactive passive stance to dealing with the media one that ultimately contributed to a loss in popularity and status as leader a blow he never recovered from during his time in office

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