

# Political Consultants and Negative Campaigning

The Secrets of the Pros

KERWIN C. SWINT

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# Political Consultants And Negative Campaigning

**Kerwin C. Swint**



## **Political Consultants And Negative Campaigning:**

Political Consultants and Negative Campaigning Kerwin C. Swint, 1998-01-22 One of the most closely watched and controversial aspects of modern political campaigning is the use of negative attack tactics This book examines the role played by negative campaigning through a national survey of professional political consultants Campaign consultants have become vitally important to political candidates in recent years as strategists fundraisers and media specialists The research in this book focuses on how consultants define negative campaigning including the differences between issue attacks and character attacks how and when criticism of the opponent should be implemented and which media should be used to deliver attack messages A statistical analysis of the survey data reveals insights into behavioral and professional differences among consultants with regard to party affiliation gender age and level of experience *Mudslingers* Kerwin C. Swint, 2006 Americans have a love hate relationship with negative campaigning claiming to despise it and ranting about how it turns off the electorate while at the same time paying an increasing amount of attention to negative ads and tactics during ever lengthening campaign seasons Swint gathers the most compelling of these campaigns from the two Golden Ages of negative campaigning 1864 to 1892 and 1988 to the present in addition to some that fall outside those demarcations and ranks them in descending order from No 25 to No 1 Mudslingers covers presidential senatorial gubernatorial and mayoral races and chronicles the dirtiest most low down campaign tactics of all time The list includes the presidential campaign of 1800 when the disputed outcome of the race between Thomas Jefferson and John Adams had to be decided by the House of Representatives and the election of 2004 in which George W Bush beat John Kerry after one of the nastiest showdowns on record The first round of negative campaigning in American history was driven by post Civil War politics the end of Reconstruction an increasingly corrupt federal government and a rabid partisan press The current Golden Age of mudslinging and dirty politics is driven by huge increases in campaign spending television advertising decreased civility in public life and a muckraking mass media These fascinating stories from the annals of negative campaigning will entertain as well as educate reminding us the next time we are tempted to decry the current climate that it was almost ever thus

Campaigns and Elections Robert P. Watson, Colton C. Campbell, 2003 Examines elections at the federal state and local levels covering such topics as the use of political consultants polling campaign finance reform and partisan politics

Political Consultants and Campaigns Jason Johnson, 2011-08-02 A unique empirical and theoretical analysis of political consultants and how they achieve electoral success for their candidates Political Consultants and Campaigns Jason Johnson, 2018-04-19 Political Consultants and Campaigns One Day to Sell examines the differences between how political science theory suggests campaigns should be run and how political consultants actually run campaigns In the wake of consultants who effortlessly move from campaigners to policymakers the dearth of knowledge about the attitudes beliefs and strategies of the consultants themselves is still a glaring absence in the analysis of American politics How can we purport to

know what is happening in American political campaigns if we don't know what is on the minds of the men and women who run them. This book provides a clearer understanding of modern day political campaigns by revealing what is on the minds of the people who run them. With original data from consultants, campaign managers and professional campaign schools, author Jason Johnson examines consultant behavior on message formation, policy positioning, candidate recruitment, Internet strategy and negative advertising and compares these practices to existing political science theory. This groundbreaking research makes *Political Consultants and Campaigns One Day to Sell* a must-have resource for all students of American politics, campaign managers or anyone interested in how political campaigns in America are run.

**Political Consultants and Voter Turnout: the Effects of Targeting and Negative Campaigning** John C. Blackburn, 1992

**Negative Political Advertising** Karen S. Johnson-Cartee, Gary Copeland, 2013-12-16

This volume provides a unique synthesis of the relevant literature from academic studies in the fields of political science, marketing, advertising, speech, communication, telecommunication and public relations combined with the practical wisdom of professional consultants. Offering the reader both the theory and practical applications associated with negative political advertising, this is the first book devoted exclusively to the various forms of negative campaigning in the United States. After developing a typology of negative political spots for greater clarity in explaining and evaluating them, the book addresses effectiveness questions such as: What works? When? Why? and How?

*Going Dirty* David Mark, 2006-03-19

*Going Dirty* is a history of negative campaigning in American politics and an examination of how candidates and political consultants have employed this often controversial technique. The book includes case studies on notable races throughout the television era in which new negative campaign strategies were introduced or existing tactics were refined and amplified upon. Strategies have included labeling opponents from non-traditional political backgrounds as dumb or lightweight, an approach that got upended when a veteran actor and rookie candidate named Ronald Reagan won the California governorship in 1966, setting him on a path to the White House. The negative tone of campaigns has also been ratcheted up dramatically since the terrorist attacks of September 11, 2001. Campaign commercials now routinely run pictures of international villains and suggest, sometimes overtly and at other times more subtly, that political opponents are less than resolute in prosecuting the war on terror. The book also outlines a series of races in which negative campaigning has backfired because the charges were not credible or the candidate on the attack did not understand the political sentiments of the local electorate they were trying to persuade. The effect of newer technologies on negative campaigning is also examined, including blogs and Web video in addition to tried and true methods like direct mail.

**Political Campaign Craftsmanship** Edward Schwartzman, Over one billion dollars are spent in presidential election years on an expensive art form: political campaigns. Many political observers believe that at least half that amount is wasted. But which half? Edward Schwartzman answers that question based upon experience gained in seventy-five campaigns. *Political Campaign Craftsmanship* treats both the art and science of campaigning, describing the procedures basic to modern

professional campaigning This practical guide to campaigns covers the entire process and gives specific strategies for every phase

**Political Campaign Craftsmanship** Edward Schwartzman, 2017-07-05 Over one billion dollars are spent in presidential election years on an expensive art form political campaigns Many political observers believe that at least half that amount is wasted But which half Edward Schwartzman answers that question based upon experience gained in seventy five campaigns Political Campaign Craftsmanship treats both the art and science of campaigning describing the procedures basic to modern professional campaigning This practical guide to campaigns covers the entire process and gives specific strategies for every phase

**Public Discourse in America** Judith Rodin, Stephen P. Steinberg, 2011-04-07 A distinguished group of scholars and prominent figures here offers thoughtful new perspectives on the tenor and conduct of public life in contemporary America Originating in a shared concern that our civic culture was becoming coarser and more polarized Public Discourse in America provides a critical corrective to this widespread misperception about declining civility in public culture and the ways we as citizens negotiate our differences Together these essays explore the current condition and centrality of public discourse in our democracy investigating how it has changed through our history and whether it fails to approach our widely held but often unarticulated ideal of reasoned and reasonable public deliberation Contributors consider whether rationality is really the best standard for public discussion and argument and isolate the features and principles that would characterize a truly exemplary more productive public discourse at the beginning of the twenty first century They investigate why public conversations work when they work well and why they often fail when we need them the most as in our nation s so often aborted national conversation on race Taking a comprehensive look at institutional and leadership practices in recent public debates over a variety of hot button public policy issues Public Discourse in America outlines how such conversations can be used to reintegrate our fragmented communities and bridge barriers of difference and hostility among communities and individuals These essays speak to urgent and perennial questions about the nature of American society the responsibilities of leaders the rules of democracy and the role of public culture in times of crisis conflict and rapid change Public Discourse in America originated in the work of the Penn National Commission on Society Culture and Community convened in 1996 by Judith Rodin President of the University of Pennsylvania Distinguished members of the Commission leading experts commissioned researchers and leaders in America s nascent public discourse movement offer unexpected insights and an optimistic vision of the health of our politics and culture Readers of all political persuasions from the halls of political power to the streets of urban neighborhoods from newsrooms and studios to think tanks and universities will find these essays opening up new paths to robust public discussion more engaged citizenship and stronger communities Contributors include Joyce Appleby Thomas Bender Derek Bok Alex Boraine Graham G Dodds Christopher Edley Jr Drew Gilpin Faust Neal Gabler Richard Lapchick Don M Randel Richard Rodriguez Jay Rosen David M Ryfe Michael Schudson Neil Smelser and Robert H Wiebe

**Lights, Camera, Campaign!** David Andrew Schultz, 2004 Political scientists investigate

the impact that political advertisements have on political campaigns and elections They use case studies interviews and analysis of specific campaigns and ads mostly in the US but also in Canada to explain how ads are constructed why some work and some fail and the factors about political ads that allow them      *The Dynamics of Political Communication* Richard M. Perloff, 2013-12-04 *The Dynamics of Political Communication* blends the drama excitement and chaos of politics with the extensive body of social science research that maps in detail the role of the communication media in our political life Maxwell McCombs University of Texas at Austin The effortlessness and accessibility with which this text walks the reader through theories current examples and exercises will also make it a very popular textbook for undergraduate courses I look forward to assigning it in my classes Dietram A Scheufele University of Wisconsin Madison Written in an easily accessible style and filled with timely and interesting examples this textbook would be a first rate addition to any introductory course on the topic Gadi Wolfsfeld Author of *Making Sense of Media and Politics* Five Principles in Political Communication an engaging and timely analysis of the central role of media in American politics The book provides multiple perspectives to stimulate critical thought and reflection Ann N Crigler University of Southern California Perloff has offered a systematic overview of the topic that allows us to make sense of the chaotic communication environment we are enveloped within A must read for anyone looking to introduce themselves to this important research area R Lance Holbert The Ohio State University What impact do news and political advertising have on us How do candidates use media to persuade us as voters Are we informed adequately about political issues Do 21st century political communications measure up to democratic ideals *The Dynamics of Political Communication Media and Politics in a Digital Age* explores these issues and guides us through current political communication theories and beliefs Author Richard M Perloff details the fluid landscape of political communication and offers us an engaging introduction to the field and a thorough tour of the discipline He examines essential concepts in this arena such as agenda setting agenda building framing political socialization and issues of bias that are part of campaign news Designed to provide an understanding and appreciation of the principles involved in political communication along with methods of research and hypothesis testing each chapter includes materials that challenge us by encouraging reflection on controversial matters and providing links to online examples of real life political communication The text's companion website provides expanded resources for students as well as materials for instructors to use in the classroom *The Dynamics of Political Communication* immerses readers in contemporary events through its coverage of online campaigning effects of negative advertising issues of gender bias in campaign politics and image management strategies in the 2012 campaign It will prepare you to survey the current political landscape with a more critical eye and encourage a greater understanding of the challenges and occurrences presented in this constantly evolving field      **Political Consultants in U.S.**

**Congressional Elections** Stephen K. Medvic, 2001 Campaign consultants are arguably now as famous in the United States as the politicians themselves During the past decade those who know the names Bill Clinton George Bush Newt Gingrich and

Christine Todd Whitman also recognize the names James Carville Mary Matalin Frank Luntz and Ed Rollins Professional consultants once part of the privileged inner circle of presidential and gubernatorial candidates are increasingly found at all levels of politics Indeed more than half of congressional candidates hire campaign consultants These professional have become as important to a candidate s success as money In this innovative study Stephen K Medvic explores all aspects of political consultancy and develops an empirically based theory that ensures the impact consultants have on elections Political Consultants in U S Congressional Elections answers two simple questions What do professional political consultants do and How successful are they Medvic analyzes the way consultants shape political dialogue and uses empirical data to show the benefits and limits of a consultant s involvement in a campaign He focuses on issues as diverse as vote shares outcomes and fundraising Finally the author demonstrates how the adversarial nature of campaigns fosters the kind of electioneering advocated by most political consultants and argues that this process may not be as harmful for the country as is often suggested

*Negative Political Advertising* Karen S. Johnson-Cartee, Gary Copeland, 2013-12-16 This volume provides a unique synthesis of the relevant literature from academic studies in the fields of political science marketing advertising speech communication telecommunication and public relations combined with the practical wisdom of professional consultants Offering the reader both the theory and practical applications associated with negative political advertising this is the first book devoted exclusively to the various forms of negative campaigning in the United States After developing a typology of negative political spots for greater clarity in explaining and evaluating them the book addresses effectiveness questions such as What works When Why and How

Communicating Ethically William W. Neher, Paul Sandin, 2017-02-03 Communicating Ethically provides a broad introduction to the ethical nature of communication Now in its second edition the text has been revised to further address current issues such as evolving social media and digital platforms growing cultural communication and discussion of diversity and the ethics of public discourse This book combines coverage of the major systems of ethical reasoning with applications including case studies in each chapter to investigate ethics within many fields in the communication discipline Incorporating a simple framework for ethical reasoning allows the reader to develop their own understanding of the various criteria for making ethical judgments

*Routledge Handbook of Political Management* Dennis W. Johnson, 2010-03-17 The Routledge Handbook of Political Management is a comprehensive overview of the field of applied politics encompassing political consulting campaigns and elections lobbying and advocacy grass roots politics fundraising media and political communications the role of the parties political leadership and the ethical dimensions of public life While most chapters focus on American politics and campaigns there are also contributions on election campaigns in Europe the Middle East Russia Australia East Asia and Latin America In addition to a thorough treatment of campaign and elections the authors discuss modern techniques problems and issues of advocacy lobbying and political persuasion with a special emphasis throughout the volume on technology the Internet and online communications as political tools Grounded in

the disciplines of political science political communications and political marketing the Routledge Handbook of Political Management explores the linkages between applied politics and social science theory Leading American and international scholars and practitioners provide an exhaustive and up to date treatment of the state of this emerging field This publication is a major resource for advanced undergraduates graduate students and scholars of campaigns elections advocacy and applied politics as well as for political management professionals

**Persuasive Advertising** J. Armstrong, 2010-05-26  
Written by a leading authority this book is a comprehensive and definitive guide to advertising that incorporates a vast amount of research and expert opinion It draws upon the evidence to establish principles that can be applied to achieve successful and effective advertising and evaluates all of the relevant attributes and aspects of this

*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

*Political Campaign Communication* Judith S. Trent, Robert V. Friedenberg, 2008  
Now in its sixth edition Political Campaign Communication provides a realistic understanding of the strategic and tactical communication choices candidates and their staffs must make as they wage an election campaign Trent and Friedenberg's classic text has been updated throughout to reflect recent election campaigns including 2004 and 2006 as well as the early stages of 2008 A new chapter focuses on the use of the Internet Political Campaign Communication continues to be a classroom favorite and is thoroughly researched insightful and is a reader friendly text



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