



Presidential Campaigns And Elections Issues And Images In The Media Age

Myron A. Levine



Presidential Campaigns And Elections Issues And Images In The Media Age:

Presidential Campaigns and Elections Myron A. Levine, 1995 **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 *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 **Campaign Communication and Political Marketing** Philippe J. Maarek, 2011-03-21 *Campaign Communication and Political Marketing* is a comprehensive internationalist study of the modern political campaign It indexes and explains their integral components strategies and tactics Offers comparative analyses of campaigns from country to country Covers topics such as advertising strategy demography the effect of campaign finance regulation on funding and more Draws on a variety of international case studies including the campaigns of Barack Obama and Nicolas Sarkozy Analyses the impact of digital media and 24 7 news cycle on campaign conduct *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 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 Hollywood's White House Peter C.

Rollins, John E. O'Connor, 2005-02-01 From action flicks to biopics to SNL skits how presidents are portrayed on screen An interesting study of the real presidency and the reel presidency USA Today Magazine Winner of the Popular Culture Association's Ray and Pat Browne Book Award Whether serious or satirical biographical or fictional the ways that US presidents are depicted in popular culture reveal much about us as a nation The contributors to Hollywood's White House examine the historical accuracy of presidential depictions illuminate their influence and uncover how they reflect the concerns of their times and the social and political visions of the filmmakers With reflections on portrayals of Washington Adams Lincoln FDR Nixon and more this volume which includes a comprehensive filmography and a bibliography is ideal for both historians and film enthusiasts An engaging collection Robert Brent Toplin author of Reel History In Defense of Hollywood 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

Presidential Campaigns and Elections Myron A. Levine, 1992

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 Politics of Cultural Differences David C. Leege, Kenneth D. Wald, Brian S. Krueger, Paul D. Mueller, 2009-01-10 How did Republicans manage to hold the White House through much of the past half century even as the Democratic Party held the hearts of most American voters The authors of this groundbreaking study argue that they did so by doing what Democrats have also excelled at triggering psychological mechanisms that deepen cultural divisions in the other party s coalition thereby leading many of its voters either to choose the opposing ticket or to stay home The Politics of Cultural Differences is the first book to develop and carefully test a general theory of cultural politics in the United States one that offers a compelling new perspective on America s changing political order and political conflict in the post New Deal period 1960 1996 David Leege Kenneth Wald Brian Krueger and Paul Mueller move beyond existing scholarship by formulating a theory of campaign strategies that emphasizes cultural conflict regarding patriotism race gender and religion Drawing on National Election Studies data they find that Republican politicians deployed powerful symbols e g tax and spend liberals to channel targeted voters toward the minority party And as partisanship approached parity in the 1990s Democratic leaders proved as adept at deploying their own symbols such as a woman s right to choose to disassemble the Republican

coalition A blend of sophisticated theory and advanced empirical tools this book lays bare the cultural dimensions of American political life Ross for Boss Ted G. Jelen,2001-02-01 Presents an empirical study of Perot s 1992 and 1996 presidential campaigns and the implications for third party politics in the United States **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 The Politics of Representation Juliet Roper,Christina Holtz-Bacha,Gianpietro Mazzoleni,2004 As societies have become ever more complex coupled with the increased power of the media electoral campaigns have become a key focus of political communication research In this important new book an international team of experts critically examines issues of democratic representation in three culturally diverse nations whose governments are elected under systems of proportional representation New Zealand Germany and Italy The authors examine the power plays at work in the development and implementation of proportional representation in their respective countries and they consider the ways in which the electoral system has impacted election campaign strategies The final chapter by Douglas Kellner George F Kellner Philosophy of Education Chair Social Sciences and Comparative Education UCLA relates the issue to contemporary politics in the United States by using the 2000 U S presidential election to investigate the ways in which democracy is served and disserved by the electoral system **The Battle for the White House from Bush to Obama** A. Bennett,2013-10-02 Anthony Bennett guides us through the events of the four elections of the 21st century showing how this era of partisanship has reshaped not only presidential nominations and elections but the American presidency and politics itself **Campaigns and Elections American Style** James A Thurber,2018-04-19 Dramatic changes in political institutions and behavior over the past three decades have underscored the dynamic nature of American politics confronting political scientists with a new and pressing intellectual agenda The

pioneering work of early postwar scholars while laying a firm empirical foundation for contemporary scholarship failed to consider how American politics might change or recognize the forces that would make fundamental change inevitable In reassessing the static interpretations fostered by these classic studies political scientists are now examining the underlying dynamics that generate transformational change Transforming American Politics is a series that brings together texts addressing four closely related aspects of change A first concern is documenting and explaining recent changes in American politics in institutions processes behavior and policymaking A second is reinterpreting classic studies and theories to provide a more accurate perspective on postwar politics The series looks at historical change to identify recurring patterns of political transformation within and across the distinctive eras of American politics Last and perhaps most important the series presents new theories and interpretations that explain the dynamic processes at work and thus clarify the direction of contemporary politics All of the books focus on the central theme of transformation transformation in both the conduct of American politics and in the way we study and understand its many aspects

The Race for the White House from Reagan to Clinton A. Bennett, 2013-02-06 The Race for the White House from Reagan to Clinton provides a foundation for how the presidential nomination process and the presidential election process have changed over the past three decades by addressing a number of important questions about the nomination and electoral processes

Media Psychology Gayle Brewer, 2011-11-07 This edited textbook brings together broad and cutting edge coverage of the core areas in media psychology for undergraduate introductory level students Covering persuasion and influence interaction with the media and representation the authors draw on specific campaigns and studies to introduce readers to key issues in this fascinating field

Bush Versus Kerry William L. Benoit, 2007 Bush versus Kerry analyzes the 2004 presidential campaign using the functional theory of political campaign communication After an introduction and explication of political campaign communication theory chapters investigate the content of candidate messages for example television spots debates webpages and acceptance addresses and media coverage of the campaign

How to Research Elections Fenton S. Martin, Robert Goehlert, 2000 Martin and Goehlert authors of the definitive CQ's Resource Guide to Modern Elections have written a simple but comprehensive explanation for users of all skill levels who need to gather election information from the huge array of print and electronic sources available today They enhance this how to with an annotated selection of the most useful print sources which your patrons can turn for just the right information In Part I the authors describe secondary research tools such as news organizations databases opinion polls and Internet locations and primary sources such as campaigns election financing political parties consultants and more Part II contains their selected bibliography with descriptive annotations that lists hundreds of important books on topics ranging from campaigns to voting participation

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