

<u>Presidential Campaign Politics Coalition Strategies And Citizen Response The</u>

Anne Johnston, Lynda Kaid

Presidential Campaign Politics Coalition Strategies And Citizen Response The:

Presidential Campaign Politics John Howard Kessel, 1980 Presidential Campaign Politics John H. Kessel, 1988 This book should be of interest to undergraduate courses in American politics **Presidential Campaign Politics** John Howard Parties and Elections in America Louis Sandy Maisel, Mark D. Brewer, 2010 This book covers all elements of parties and the electoral process including local state and national party organizations American party history and party systems state and local nominations state and local elections presidential nominations and presidential elections Separate chapters are devoted to the important subjects of the media in the electoral process and campaign finance The role of political parties in representative democracy and their contributions to it are examined critically This post election update includes complete data from 2008 and an updated chapter on campaign finance Researching the Presidency George C. Edwards, John H. Kessel, Bert A. Rockman, 1993-02-15 This collection brings together two groups of scholars The first persons active in presidential research assess the state of the literature in the recruitment and selection of presidential candidates presidential personality advisory networks policy making evaluations of presidents and comparative analysis of chief executives A second group of scholars specialists in cognitive psychology formal theory organization theory leadership theory institutionalism and methodology apply their expertise to the analysis of the presidentcy in an effort to generate innovative approaches to presidential research By taking a fresh look at a well established field these groundbreaking essays encourage Videostyle in Presidential Campaigns Anne scholars to renew their emphasis on explanation in research Iohnston, Lvnda 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 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 The Ambivalent Partisan Howard G. Lavine, Christopher D. Johnston, Marco R. Steenbergen, 2012-12-06 The authors of this book demonstrate that compared to other citizens ambivalent partisans perceive the political world accurately form their policy preferences in a principled manner and communicate those preferences by making issues an important component of their electoral decisions Political Discussion in Modern **Democracies** Michael R. Wolf, Laura Morales, Ken'ichi Ikeda, 2010-06-10 This book provides an overview of and new

contributions to the study of political discussion in comparative politics It examines deliberation and discussion as the object of analysis and the consequences of political discussion and deliberation Mr. Sorkin Goes to Washington Melissa Crawley, 2014-06-26 Before the unprecedented televised presidential debates of 1960 most Americans were able to relate to their leaders in little more than an historical context In the era of televised elections however the media have allowed Americans to witness the paternal moral and intellectual qualities of their president up close Television has been so critical to this process of political socialization that for many Americans the televised image of the president is the president As the acclaimed television drama The West Wing demonstrates fictional representations of the presidency can also be significant civic forces This book examines how film and television drama contribute to shaping the presidency and the way most Americans understand it and particularly the processes of political education The text discusses The West Wing's didactic potential its representation of White House politics and its depiction of race and gender with commentary on how fictional representations of the presidency become important elements of American political consciousness **Presidential** Campaigns And American Self Images Arthur H Miller, Bruce E Gronbeck, 2019-06-26 This volume explores a central political paradox why American scholars journalists and citizens periodically question the viability of their presidential electoral system and yet believe that presidential elections are our best hope for tomorrow. The book argues that the key to understanding this paradox lies in the concept of self image exploring relationships between campaign activities and political culture After presenting an introduction to the history of presidential campaigning and a theory of political image the book arranges essays in three parts images centered on candidates mass media and the public A final essay assesses explanations of the contrasts between the 1988 and 1992 elections and suggests tomorrow s research agenda The War Room Warren Kinsella, 2007-10-04 The term war room in political parlance was coined by the team of U S strategists specifically James Carville who worked for Bill Clinton's first presidential campaign in the early 1990s In a nutshell a war room is a political command centre where a candidate s strategists and media officers work to counter attacks by opponents while gathering research to mount an offensive in an ongoing immediate fashion Warren Kinsella s The War Room profiles and analyzes some of the best political warriors and spinners around He employs personal anecdotes political wisdom culled from his extensive experience on Liberal Party federal and provincial election campaigns historical examples from other Canadian and American campaigns and generous amounts of humour to deliver a book about what it takes to survive challenges not just in politics but in any kind of business or non governmental agency whether it sells music movies cars or computers or raises money to The End of Realignment? Byron E. Shafer,1991 This preserve the environment combat cancer or save animals collection of essays questions whether the theory of electoral realignment referring originally to a major shift in party preference within the general public can explain electoral developments in the USA both of the post 1968 period and of earlier political eras Political Disagreement Robert Huckfeldt, Paul E. Johnson, John Sprague, 2004-07-12 Political

disagreement is widespread within the communication network of ordinary citizens furthermore political diversity within these networks is entirely consistent with a theory of democratic politics built on the importance of individual interdependence The persistence of political diversity and disagreement does not imply that political interdependence is absent among citizens or that political influence is lacking The book s analysis makes a number of contributions The authors demonstrate the ubiquitous nature of political disagreement They show that communication and influence within dyads is autoregressive that the consequences of dyadic interactions depend on the distribution of opinions within larger networks of communication They argue that the autoregressive nature of political influence serves to sustain disagreement within patterns of social interaction as it restores the broader political relevance of social communication and influence They eliminate the deterministic implications that have typically been connected to theories of democratic politics based on interdependent citizens The Two Majorities Byron E. Shafer, William J.M. Claggett, 1995-07-25 Why do Democratic political candidates avoid the one issue on which the general public is most in agreement with them Why do Republicans consistently raise the one issue their advisors urge them to avoid Why do voters so often exhibit patterns of policy preference vastly different from what analysts and strategists predict And why do these same voters consistently cast ballots that ensure the continuation of divided government In The Two Majorities Byron Shafer and William Claggett offer groundbreaking political analysis that resolves many of the seeming contradictions in the contemporary American political scene Drawing on an unusually large sample of all Americans taken by the Gallup organization Shafer and Claggett argue that the recent turbulence in American politics is in some ways superficial Below the surface they contend the political preferences of the American people remain remarkably stable Shafer and Claggett find that American public opinion is organized around two clusters of issues both of which are favored by a majority if voters social welfare social insurance and civil rights which constitute an economic welfare factor associated with Democrats and cultural values civil liberties and foreign relations a cultural national factor associated with Republicans Provocatively the authors argue that each party s best strategy for success is not to try to take popular positions on the whole range of issues but to focus attention on the party s most What Americans Know about Politics and why it Matters Michael X. Delli Carpini, Scott successful cluster of issues Keeter, 1996-01-01 The authors explore how Americans levels of political knowledge have changed over the past 50 years how such knowledge is distributed among different groups and how it is used in political decision making Drawing on extensive survey data they present compelling evidence for benefits of a politically informed citizenry and the cost of one that is poorly and inequitably informed 62 illustrations Ibss Poli Sci 29 1980 "International Committee For Social Sciences Documentation", 2013-10-15 The International Bibliography of the Social Sciences IBSS is an essential tool for librarians academics and researchers wishing to be kept up to date with the published literature in the social sciences IBSS is compiled in four divisions Anthropology Sociology Economics and Political Science This is Volume XXIX of the International

bibliography of political science as of 1980 Quiet Revolution Byron E. Shafer, 1983-12-01 This is the story of a revolution without fanfare a hidden struggle for party reform that produced a new era in national politics From this struggle emerged the greatest deliberately planned and centrally imposed change in the mechanics of delegate selection and hence presidential nomination in all of American history The success of this revolution heralded the arrival of new political coalitions that would alter the very character of presidential politics from campaign organization to grass roots participation The battle for reform raged within the Democratic party from 1968 to 1972 although it would guickly affect the Republican party as well It was intense intricate and nearly invisible Yet its chronicle is essential background for political practitioners professional commentators and interested citizens alike And it is the basis for understanding the subsequent course of national politics and the current shape of presidential politics Quiet Revolution provides the first definitive account of this struggle for reform an account that is at once modern political history and an illuminating analysis of contemporary American politics Based on candid interviews with numerous key participants and on extensive archival material this compelling narrative offers the fascination of political maneuvers closely observed the drama of momentous events unfolding and the challenge of a new politics newly interpreted Feminists and Party Politics Lisa Young, 2000 The contemporary women s movement has transformed North American society Change has been greatest in the realm of everyday life but feminism has also challenged the substance and practice of politics Feminists and Party Politics examines the effort to bring feminism into the formal political arena through established political parties in Canada and the United States **American Studies** Jack Salzman, American Studies Association, 1986-08-29 A major three volume bibliography including an additional supplement of an annotated listing of American Studies monographs published between 1900 and 1988

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