

*Præger Series
in Political Communication*

Manipulation of the American Voter

Political Campaign Commercials

Karen S. Johnson-Cartee
and Gary A. Copeland

Manipulation Of The American Voter Political Campaign Commercials

Robert E. Denton Jr.



Manipulation Of The American Voter Political Campaign Commercials:

Manipulation of the American Voter Karen S. Johnson-Cartee, Gary A. Copeland, 1997-08-21 Manipulation of the American Voter provides the reader with the means necessary to analyze political commercials by presenting the motives behind advertising strategies and tactics used in contemporary politics

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 are 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

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

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 **Political Campaign Communication** Robert E. Denton

Jr.,2017-06-14 Political Campaign Communication Theory Method and Practice brings a diversity of issues topics and events on political campaign communication around the concepts of theory method and practice The volume contains studies of political campaign communication utilizing a wide range of empirical rhetorical content analyses and social science methodologies as well as a variety of foci on the practice of political campaign communication with studies on the communication dimensions and elements of political campaigns It reflects the growing depth breadth and maturity of the discipline and provides insight into a variety of topics related to political campaign communication **Maryland Politics and Political Communication, 1950-2005** Theodore F. Sheckels,2006-08-19 Maryland Politics and Political

Communication 1950 2005 is not a survey of all that occurred between 1950 and 2005 Rather this book focuses on a set of interesting political events in which communication is a very important variable These events be they elections or episodes of governance are also arguably the most dramatic ones during the period It begins with an examination of George Wallace s 1964 and 1972 campaigns in the state s Democratic presidential primary considers William Donald Schaefer s flamboyant communication strategies as Baltimore mayor and the vicious 1986 U S Senate campaign between Democrat Barbara Mikulski and Linda Chavez and runs through the 2002 gubernatorial race between Kathleen Kennedy Townsend and Robert L Ehrlich Sheckels highlights the similarities and differences between political communication at state and national levels and looks forward to questions and scenarios that may emerge in future elections **Five Chapters on Rhetoric** Michael

Shalom Kochin,2010-11 Examines concepts for persuasive communication Explores the art of rhetoric and how it aids in clarification when we speak to communicate but also helps to protect us from clarity when we speak to maintain our connections to others Provided by publisher *Media and Politics in America* Guido H. Stempel III,2003-04-04 A fascinating survey that shows how America s media and politics have influenced each other over the last 200 years Where mass media and politics intersect is a distinctly American brand of political communication Media and Politics in America A Reference Handbook examines the major events people controversies and resources of political communication from the Revolutionary War to the election of 2000 It follows the adoption of the First Amendment the emergence of the penny press women s suffrage the selection of presidential candidates the advent of radio and television and the influence of the Internet Readers will find government documents Supreme Court cases campaign statistics media trends and public opinion polls The chapter on resources and the directory of organizations are extensive **Inside Political Campaigns** Gary A. Copeland,Karen S.

Johnson-Cartee,1997-04-22 As Dan Nimmo notes in his introduction Inside Political Campaigns endeavors to trace the

sources of professional campaign wizardry by encapsulating the theories and concepts that practitioners and scholars alike claim to guide and rationalize consultants magical weaving of strategies tactics and techniques into a winning tapestry of political communication This study presents the theoretical areas political communication consultants draw upon in making strategic and tactical decisions in political campaigns And it provides an understanding of what motivates political consultants to choose a particular campaign strategy by explaining how various strategies work with the voting public While the book is research driven its academic findings are tempered and expanded by the authors personal political consulting experiences The text will be of interest to scholars students and practitioners alike in political communication advertising public opinion political science political rhetoric and campaigns and elections

A Cognitive Psychology of Mass

Communication Richard Jackson Harris, Fred W. Sanborn, 2009-05-19 In this fifth edition of A Cognitive Psychology of Mass Communication author Richard Jackson Harris continues his examination of how our experiences with media affect the way we acquire knowledge about the world and how this knowledge influences our attitudes and behavior Presenting theories from psychology and communication along with reviews of the corresponding research this text covers a wide variety of media and media issues ranging from the commonly discussed topics sex violence advertising to lesser studied topics such as values sports and entertainment education The fifth and fully updated edition offers highly accessible and engaging writing contemporary references to all types of media familiar to students substantial discussion of theories and research including interpretations of original research studies a balanced approach to covering the breadth and depth of the subject discussion of work from both psychology and media disciplines The text is appropriate for Media Effects Media teaches students how to examine and evaluate mediated messages and includes mass communication research theory and analysis

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