

The Manship School Guide to

Guide to POLITICAL COMMUNICATION





Edited by

DAVID D. PERLMUTTER



Manship School Guide To Political Communication

John Parmelee

Manship School Guide To Political Communication:

The Manship School Guide to Political Communication David D. Perlmutter, 1999 Examines the role and process of media consulting for political campaigns The pieces included in this guide range from types of political media to targets of political messages Several authors examine the folk ways of the profession of political consulting itself **Communication** Robert Mann, David D. Perlmutter, 2011-05-09 A new era of political power has arrived one in which the social media forces of Facebook YouTube and Twitter indisputably play a larger role in the political process In this revised and expanded edition of Political Communication The Manship School Guide edited by Robert Mann and David D Perlmutter contributors discuss technological changes in the context of studies and techniques that remain unchallenged resulting in a truly comprehensive manual of the world of political communication This shift in communication began with Howard Dean's social media interaction between voters and candidates Later Barack Obama redefined these techniques during his march to the White House This intriguing development in political campaigns focuses the impact of social media on political consultation and communication and this volume provides an up to date and peerless guide to the events methods technologies venues theories and applications of political dialogues More than just a how to primer this new edition also expertly explains the process behind the political engine Political Communication The Manship School Guide includes individual essays that tackle the growing myths revolving around politics such as the political money monster and the Mr Smith Goes to Washington candidate fantasy Twenty seven chapters from a variety of contributors including academics journalists and political professionals provide insightful astute and critical essays for a deeper understanding of political communication and the many roles the public has played in twenty first century politics With this second edition Political Communication The Manship School Guide offers readers a valuable resource that clarifies the confusing world of politics

The Manship School Guide to Political Communication David D. Perlmutter,1999 Examines the role and process of media consulting for political campaigns The pieces included in this guide range from types of political media to targets of political messages Several authors examine the folk ways of the profession of political consulting itself

Political Communication Lynda Lee Kaid, Christina Holtz-Bacha, 2008 Political communication began with the earliest studies of democratic discourse by Aristotle and Plato However modern political communication relies on an interdisciplinary base which draws on concepts from communication political science journalism sociology psychology history rhetoric and others This two volume resource considers political communication from a broad interdisciplinary perspective encompassing the many different roles that communication plays in political processes in the United States and around the world The Encyclopedia of Political Communication discusses the major theoretical approaches to the field including direct and limited effects theories agenda setting theories sociological theories framing and priming theories and other past and present conceptualizations With nearly 600 entries this resource pays considerable attention to important political messages such as

political speeches televised political advertising political posters and print advertising televised political debates and Internet sites The audiences for political communications are also central necessitating concentration on citizen reactions to political messages how the general public and voters in democratic systems respond to political messages and the effects of all types of media and message types Key Features Encompasses several channels of political communication including interpersonal and public communication radio television newspapers and the World Wide Web Provides news media coverage and journalistic analysis of political issues political figures and political institutions Concentrates on the field of political communication since the middle of the 20th century Emphasizes political communication from the point of view of the United States but there is substantial and important research and scholarship on political communication in international contexts Considers the role of communication in governing incorporating communication activities that influence the operation of executive legislative and judicial bodies political parties interest groups political action committees and other participants in political processes Key Themes Biographies Books Films Journals Television Democracy Democratization Education and Nonprofit Organizations Elections Government Operations and Institutions Legal and Regulatory Media Events Media Outlets and Programs Role of Media in Political Systems News Media Coverage of Politics Political Affairs Theoretical Approaches Types of Political Media Political Attitudes Political Campaigns Political Events Political Groups and Organizations Political Issues Political Journalism Theoretical Concepts Women in Politics The Encyclopedia of Political Communication is designed for libraries undergraduates and members of the public with an interest in political affairs Media and political professionals as well as government officials lobbyists and participants in independent political organizations will find these volumes useful in developing a better understanding of how the media and communication function in political settings http catdir loc gov catdir enhancements fy0828 2007026514 d html Sourcebook for Political Communication Research Erik P. Bucy, R. Lance Holbert, 2014-06-03 The Sourcebook for Political Communication Research will offer scholars students researchers and other interested readers a comprehensive source for state of the art field research methods measures and analytical techniques in the field of political communication The need for this Sourcebook stems from recent innovations in political communication involving the use of advanced statistical techniques innovative conceptual frameworks the rise of digital media as both a means by which to disseminate and study political communication and methods recently adapted from other disciplines particularly psychology sociology and neuroscience Chapters will have a social scientific orientation and will explain new methodologies and measures applicable to questions regarding media politics and civic life The Sourcebook covers the major analytical techniques used in political communication research including surveys both original data collections and secondary analyses experiments content analysis discourse analysis focus groups and textual analysis network and deliberation analysis comparative study designs statistical analysis and measurement issues

Political Campaign Communication Larry Powell, Joseph Cowart, 2017-12-06 Now in its third edition Political

Campaign Communication Inside and Out examines the intricacies of political campaigning through the eyes of both an academic and a political consultant Unlike others in its field this text takes a broad view of political campaigning discussing both theories and principles along with topics such as political socialization the role of money ethics and critical events This new edition delves into ongoing changes in the American political environment with fuller examinations of women and gender the involvement of social media in political campaigning political money and ethics Advanced undergraduate and graduate students of political communication can make use of updated chapter by chapter discussion questions and online practice quizzes 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

Communicating in Canada's Past Gene Allen, Daniel Robinson, 2009-11-14 Communicating in Canada's Past evolved out of essays presented at the inaugural Conference on Media History in Canada of 2006 which brought together media historians from across the disciplines and from both French and English Canada The first collection of its kind this volume assembles both well established and up and coming scholars to address sizable gaps in the literature on media history in Canada Communicating in Canada's Past includes a substantial introduction to media history as a field of study historiographical essays by senior scholars Mary Vipond Paul Rutherford and Fernande Roy and original research essays on a range of subjects including print journalism radio television and advertising Editors Gene Allen and Daniel J Robinson have provided a sophisticated wide ranging introduction for those who are new to media history while also assembling a valuable collection of new research and theory for those already familiar with the field **Policing the Media** David D. Perlmutter, 2000-02-10 Policing the Media is an investigation into one of the paradoxes of the mass mediated age Issues events and people that we see most on our television screens are often those that we understand the least David Perlmutter examined this issue as it relates to one of the most frequently portrayed groups of people on television police officers Policing the Media is a report on the ethnography of a police department derived from the author's experience riding on patrol with officers and joining the department as a reserve policeman Drawing upon interviews personal observations and the author's black and white photographs of cops and the clients Perlmutter describes the lives and philosophies of street patrol officers He finds that

cops hold ambiguous attitudes toward their television comrades for much of TV copland is fantastic and preposterous Even those programs that boast gritty realism little resemble actual police work Moreover the officers perceive that the public s attitudes toward law enforcement and crime are directly and largely nefariously influenced by mass media This in turn he suggests influences the way that they themselves behave and perform on the street and that unreal and surreal expectations of them are propagated by television cop shows This cycle of perceptual influence may itself profoundly impact the contemporary criminal justice system on the street in the courts and in the hearts and minds of ordinary people What We Sell Danielle Sarver Coombs, Bob Batchelor, 2014-01-15 For the last 150 years advertising has created a consumer culture in the United States shaping every facet of American life from what we eat and drink to the clothes we wear and the cars we drive In the United States advertising has carved out an essential place in American culture and advertising messages undoubtedly play a significant role in determining how people interpret the world around them This three volume set examines the myriad ways that advertising has influenced many aspects of 20th century American society such as popular culture politics and the economy Advertising not only played a critical role in selling goods to an eager public but it also served to establish the now world renowned consumer culture of our country and fuel the notion of the American dream The collection spotlights the most important advertising campaigns brands and companies in American history from the late 1800s to modern day Each fact driven essay provides insight and in depth analysis that general readers will find fascinating as well as historical details and contextual nuance students and researchers will greatly appreciate These volumes demonstrate why advertising is absolutely necessary not only for companies behind the messaging but also in defining what it means to be an American 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 preserve the environment combat cancer or save animals

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 **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 New Media, Campaigning and the 2008 Facebook Election Thomas J. Johnson, David D. Perlmutter, 2013-12-16 Some political observers dubbed the 2008 presidential campaign as the Facebook Election Barack Obama in particular employed social media such as blogs Twitter Flickr Digg YouTube MySpace and Facebook to run a grassroots style campaign The Obama campaign was keenly aware that voters particularly the young are not simply consumers of information but conduits of information as well They often replaced the professional filter of traditional media with a social one Social media allowed candidates to do electronically what previously had to be done through shoe leather and phone banks contact volunteers and donors and schedule and promote events The 2008 Election marked a new era where the candidates no longer had complete control over their campaign message The individual viewer in a campaign crowd with a cell phone can record a candidate s gaffe post it on YouTube or Flickr and within days millions will be gasping or guffawing The traditional campaign with its centralized power and planning although not dead now coexists with an unstructured digital democracy New Media Campaigning and the 2008 Facebook Election examines the way social media changed how candidates campaigned how the media covered the election and how voters received information This book is based on a special issue of Mass Communication Society **Image Bite Politics** Maria Elizabeth Grabe, Erik Page Bucy, 2009-03-02 Image Bite Politics is the first book to systematically assess the visual presentation of presidential candidates in network news coverage of elections and to connect these visual images with shifts in public opinion Presenting the results of a comprehensive visual analysis of general election news from 1992 2004 encompassing four presidential campaigns the authors highlight the remarkably potent influence of television images when it comes to evaluating leaders The book draws from a variety of disciplines including political science behavioral biology cognitive neuroscience and media studies to investigate the visual framing of elections in an incisive fresh and interdisciplinary fashion Moreover the book presents findings that are counterintuitive and challenge widely held assumptions yet are supported by systematic data For example Republicans receive consistently more favorable visual treatment than Democrats countering the conventional wisdom of a liberal media bias and image bites are more prevalent and in some elections more potent in shaping voter opinions of candidates than sound bites Finally the authors provide a foundation for promoting visual literacy among news audiences and bring the importance of visual analysis to the forefront of research **Campaigning for Hearts and Minds** Ted Brader, 2020-07-08 It is common knowledge that televised political ads are meant to appeal to voters emotions yet little is known about how or if these tactics actually work Ted Brader s innovative book is the first scientific study to examine the

effects that these emotional appeals in political advertising have on voter decision making At the heart of this book are ingenious experiments conducted by Brader during an election with truly eye opening results that upset conventional wisdom They show for example that simply changing the music or imagery of ads while retaining the same text provokes completely different responses He reveals that politically informed citizens are more easily manipulated by emotional appeals than less involved citizens and that positive enthusiasm ads are in fact more polarizing than negative fear ads Black and white video images are ten times more likely to signal an appeal to fear or anger than one of enthusiasm or pride and the emotional appeal triumphs over the logical appeal in nearly three quarters of all political ads Brader backs up these surprising findings with an unprecedented survey of emotional appeals in contemporary political campaigns Politicians do set out to campaign for the hearts and minds of voters and for better or for worse it is primarily through hearts that minds are won Campaigning for Hearts and Minds will be indispensable for anyone wishing to understand how American politics is influenced by advertising today Meet the Candidate Videos John Parmelee, 2003-03-30 Parmelee shows how presidential primary campaign videocassettes serve many functions for candidates on their road to the White House These videocassettes which include images and issues often based on polling data and focus groups are sent out before the primaries to battleground states to establish an initial image of the candidate A variety of methods are used to explore the videocassettes of the Democratic and Republican presidential candidates Gary Bauer Bill Bradley George W Bush Steve Forbes Al Gore and John McCain who released presidential primary meet the candidate videos during the 2000 race Frame analysis quantitative content analysis and in depth interviews with the producers of these videos were employed to provide answers to Parmelee s main research question What function do candidate videos serve in presidential primary campaigns Findings indicate that these videos which can run from 5 to 20 minutes in length serve a clear educational function to explain the candidates stand on key policy issues The videos which are mailed to voters journalists and potential doners and shown to Democratic and GOP faithful at party functions also serve as fundraisers surrogate speakers and inoculators But while the videos share some common functions each campaign targets its video to a slightly different audience based on the campaign s overall strategy Of particular interest to scholars students and other researchers involved with American presidential politics and political communications The Mass Media and Latino Politics Federico Subervi-Velez, 2009-03-04 The Latin American population has become a major force in American politics in recent years with expanding influences in local state and national elections The candidates in the 2004 campaign wooed Latino voters by speaking Spanish to Latino audiences and courting Latino groups and PACs Recognizing the rising influence of the Latino population in the United States Federico Subervi Velez has put together this edited volume examining various aspects of the Latino and media landscape including media coverage in English and Spanish language media campaigns and survey research **Shades of Gray** Candice J. Nelson, David A. Dulio, Stephen K. Medvic, 2004-05-13 To many the term campaign ethics is an oxymoron Questionable campaign conduct

occurs at many levels from national presidential elections to local delegate contests Campaign ethics goes beyond mere ethical dilemmas or trying to decide whether or not a particular act is above board. The chapters in this volume examine the broad questions of ethics in campaigns from the perspective of those actors that play critical roles in them as well as the scholars who study them The contributors who include leading academics as well as practitioners from the world of campaigning and campaign reform outline assess and critique the role and responsibilities of candidates citizens organized interest groups political parties professional campaign consultants and the media in insuring ethical campaigns Contributors include Robert E Denton Virginia Tech University David A Dulio Oakland University Brad Rourke Institute for Global Ethics Robin Kolodny Temple University L Dale Lawton Institute for Global Ethics L Sandy Maisel Colby College Larry Makinson Center for Responsive Politics Stephen K Medvic Franklin Marshall College Dale E Miller Old Dominion University Candice J Nelson Center for Congressional and Presidential Studies American University Mark A Siegel Office of Congressman Steve Israel Paul Taylor Alliance For Better Campaigns James A Thurber Center for Congressional and Presidential Studies American University Michael W Traugott University of Michigan Carol Whitney Whitney and Associatesand Center for Congressional and Presidential Studies American University and William H Wood Sorenson Institute for Political Leadership University of Virginia The Electoral Challenge Stephen C. Craig, David B. Hill, 2010-07-27 What decides elections Is it the national economic condition voters partisan attachments or the campaigns that candidates run How much do campaigns matter Scholars and political consultants will give you different answers Stephen C Craig and David B Hill bring together the voices of both in this engaging volume now updated to include the volatile and groundbreaking 2008 campaigns and elections Each chapter features an essay from a top scholar in the field followed by a response from political consultants Contributors bring to bear the best literature and empirical evidence to determine what we know about the factors that drive election outcomes all while inviting students to join in the conversation

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