

*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

Guido H. Stempel III



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

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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

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

Campaigns and Elections Stephen K. Medvic, 2021-11-29 Stephen K Medvic's *Campaigns and Elections* is a comprehensive yet compact core text that addresses two distinct but related aspects of American electoral democracy the processes that constitute campaigns and elections and the players who are involved In addition to balanced coverage of process and actors it gives equal billing to both campaigns and elections and covers contests for legislative and executive positions at the national state and local levels including issue oriented campaigns of note The book opens by providing students with the conceptual distinctions between what happens in an election and the campaigning that precedes it Significant attention is devoted to setting up the context for these campaigns and elections by covering the rules of the game in the American electoral system as well as aspects of election administration and the funding of elections Then the book systematically covers the actors at every level candidates and their organizations parties interest groups the media and voters and the macro level aspects of campaigns such as campaign strategy and determinants of election outcomes The book concludes with a big picture assessment of campaign ethics and implications of the permanent campaign New to the Fourth Edition Fully updated through the 2020 elections looking ahead to the 2022 midterms Covers the impact of the COVID 19 pandemic on the 2020 election as well as the January 6 2021 insurrection at the US Capitol Adds new sections in Chapter 3 on election integrity and the assessment of election administration Reviews recent Supreme Court cases on gerrymandering and faithless electors Expands coverage of social media as a source of news of the increasingly partisan nature of the media and of the role of media fact checking in campaigns and elections Reorganizes the chapters on the various actors so that the chapter on candidates leads directly to the chapter on campaigns Fully updates the resources listed at the end of each chapter

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

Political Communication in a New Era Philippe Maarek, Gadi Wolfsfeld, 2005-08-18 This book seeks to provide readers with a cross national perspective concerning the art of political communication in a field increasingly affected by globalization fragmentation of political audiences and the rise of professional communications experts a field concerned not only with how leaders are chosen but also with how they govern Structured in two sections Political Communication in a New Era examines both methods of gathering and disseminating information in a time of technological transformation and developments in the uses of political communication across the globe Contributors offer perspectives from Canada France Germany Israel Italy and the United States

Targeting Senior Voters Susan A. MacManus, Kariña H. Shields, 2000 Seniors are America's most dependable voters they vote in all elections and contests on the ballot But definitions of seniors are changing and so too must the campaign outreach techniques and strategies used by candidates consultants political parties and advocacy groups especially to reach seniors with limited sight hearing and mobility

Political and Civic Leadership Richard A. Couto, 2010-09-14 This work within The SAGE Reference Series on Leadership provides undergraduate students with an authoritative reference resource on political and civic leadership This 2 volume set focuses on the 100 most important topics issues question and debates specific to politics and civic society Entries provide students with more detailed information and depth of discussion than typically found in an encyclopedia entry while avoiding much of the jargon detail and density one might find in a journal article or a research handbook chapter Key Features Includes entries written by a global panel of renowned experts Offers broad coverage of important of the moment topics related to political and civic leadership including explorations of the personalities and environments of political leaders leadership roles in governance and allegiance citizen activists and civic engagement political campaigning urban politics and leadership public management ethics in politics policy development and implementation executive management of public opinion political speechmaking and the bully pulpit congressional leadership crisis management and more Considers the history of political and civic leadership with examples from the lives of pivotal figures as well as the institutional settings and processes that lead to both opportunities and constraints unique to the political realm Provides students with more depth than usual encyclopedic entries while avoiding the jargon detail and density of more advanced works Features an approachable and clear writing

style with appeal to undergraduate researchers and offers a list of further readings after each entry as well as a detailed index and an online version of the work to maximize accessibility for today's students

Global Political Campaigning Fritz Plasser, 2002-02-28 Plasser examines the changing practices of election campaigning worldwide. Based on data of an in-depth survey of campaign managers and political consultants from 43 countries, he provides insights into the professional role definitions and strategic orientations determining the future of electioneering in media-centered democracies. The first section gives a state-of-the-art overview of the international literature and modernization theories describing and analyzing the ongoing process of modernization and growing professionalization of electioneering around the world. The second section deals with the topic of an Americanization of campaign practices in countries fundamentally different from the United States from a diffusion point of view. A special focus is the role of U.S. overseas consultants in influencing and modifying campaign practices in foreign countries based on in-depth interviews about the professional experiences of leading figures of the Americans overseas consultancy business. The third section deals with central features of campaign practices from a comparative perspective and provides information and data about the media infrastructure and political culture indicators for 50 countries as well as a detailed comparison of country-specific campaign regulations, party system features, and campaign styles. The fourth section focuses on the results of Plasser's Global Political Consultancy Survey among 592 campaign professionals from 43 countries. The results of this first worldwide survey offer insights into professional orientations, role definitions, and practices of campaign managers and political consultants throughout the world. The fifth section discusses different areas and country-specific campaign styles from a comparative perspective. The final chapters present a global typology of distinct campaign styles across the world, summarize the central findings, and link them to the ongoing debate about the future of electioneering in media-centered democracies. An essential research tool for scholars, students, and other researchers involved with comparative electioneering, political management, and political communication.

A Cognitive Psychology of Mass Communication Fred W. Sanborn, Richard Jackson Harris, 2013-07-18 A Cognitive Psychology of Mass Communication is the go-to text for any course that adopts a cognitive and psychological approach to the study of mass communication. In its sixth edition, it continues its 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. Using theories from psychology and communication along with reviews of the most up-to-date research, this text covers a diversity of media and media issues ranging from commonly discussed topics such as politics, sex, and violence to lesser studied topics such as sports, music, emotion, and prosocial media. This sixth edition offers chapter outlines and recommended readings lists to further assist readability and accessibility of concepts and a new companion website that includes recommended readings, even more real-world examples, and activities. PowerPoint presentations, sample syllabi, and an instructor guide.

Supreme Court Cases on Political Representation, 1787-2001 Christopher A. Anzalone, 2016-07-08 This book includes every Supreme Court case

relevant to elections and political representation from the Court's beginnings to 2001 including the 2001 decision in *Cook v. Gralike* that limited citizens' rights to instruct Federal representatives. It is a primary document reference book organized topically in sixteen chapters. Every case is included either as a full edited opinion, extensive excerpts of the opinion, or a detailed description of the case. As with the companion volume on gender and sexual equality, using this single volume, a researcher can see how American legal history on the topic played out in its entirety. A Table of Cases, relevant Federal statutes, and an extensive bibliography further enhance the volume's usefulness.

Politics and Politicians in American Film Phillip L. Gianos, 1998-01-26. Films have been a part of U.S. society for a century, a source of great enjoyment for the audience and of great profit to filmmakers. How does a mass entertainment medium deal with some of the great sources of dramatic, real-life political and economic conflict: the Great Depression, the Cold War, in a way that attracts an audience without making it angry? How does an industry which has from its beginnings been the subject of attacks from social, political, and religious groups deal with political issues and conflicts? This book is an attempt to examine these questions; it is also an examination of some of the greatest and most interesting American films ever made: westerns, gangster films, comedies, war films, satires, and film biographies, to see what American films say about politics and politicians and what these films in turn say about the audience for which they were produced.

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.

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