

The 2000 Presidential Campaign

A Communication Perspective

PRAEGER SERIES IN POLITICAL COMMUNICATION

Robert E. Denton, Jr.



2000 Presidential Campaign A Communication Perspective

Lynda Lee Kaid



2000 Presidential Campaign A Communication Perspective:

Presidential Campaign Communication Craig Allen Smith, 2010-03-15 Major textbook introduction to the ways that the people of the US use the process of human communication to select their Presidents Looks at the function and effects of talk about American presidential politics in everyday life

Presidential Campaigning in the Internet Age Jennifer Stromer-Galley, 2019 As the plugged in presidential campaign has arguably reached maturity Presidential Campaigning in the Internet Age challenges popular claims about the democratizing effect of Digital Communication Technologies DCTs Analyzing campaign strategies structures and tactics from the past six presidential election cycles Stromer Galley reveals how for all their vaunted inclusivity and tantalizing promise of increased two way communication between candidates and the individuals who support them DCTs have done little to change the fundamental dynamics of campaigns The expansion of new technologies has presented candidates with greater opportunities to micro target potential voters cheaper and easier ways to raise money and faster and more innovative ways to respond to opponents The need for communication control and management however has made campaigns slow and loathe to experiment with truly interactive internet communication technologies Citizen involvement in the campaign historically has been and as this book shows continues to be a means to an end winning the election for the candidate For all the proliferation of apps to download polls to click videos to watch and messages to forward the decidedly undemocratic view of controlled interactivity is how most campaigns continue to operate In the fully revised second edition Presidential Campaigning in the Internet Age examines election cycles from 1996 when the World Wide Web was first used for presidential campaigning through 2016 when campaigns had the full power of advertising on social media sites As the book charts changes in internet communication technologies it shows how even as campaigns have moved from a mass mediated to a networked paradigm the possibilities these shifts in interactivity seem to promise for citizen input and empowerment remain farther than a click away

Handbook of Political Communication Research Lynda Lee Kaid, 2004-07-19 The Handbook of Political Communication Research is a benchmark volume defining the most important and significant thrusts of contemporary research and theory in political communication Editor Lynda Lee Kaid brings together exemplary scholars to explore the current state of political communication research in each of its various facets Reflecting the interdisciplinary nature of political communication scholarship contributions represent research coming from communication political science journalism and marketing disciplines among others The Handbook demonstrates the broad scope of the political communication discipline and emphasizes theoretical overviews and research synthesis with each chapter providing discussion of the major lines of research theory and findings for the area of concern Chapters are organized into sections covering The theoretical background history structure and diversity of political communication Messages predominant in the study of political communication ranging from classical rhetorical modes to political advertising and debates News media coverage of politics political issues and political institutions Public opinion and the

audiences of political communication European and Asian perspectives on political communication and Trends in political communication study including the Internet and its role in changing the face of political communication As a comprehensive and thorough examination of the political communication discipline the first in over two decades this Handbook is a must have resource for scholars and researchers in political communication mass communication and political science It will also serve readers in public opinion political psychology and related areas

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

Posters, Propaganda, and Persuasion in Election Campaigns Around the World and Through History Steven A. Seidman, 2008 How effective are election campaign posters Providing a unique political history this book traces the impact that these posters as well as broadsides banners and billboards have had around the world over the last two centuries It focuses on the use of this campaign material in the United States as well as in France Great Britain Germany South Africa Japan Mexico and many other countries The book examines how posters evolved and discusses their changing role in the twentieth century and thereafter how technology education legislation artistic movements advertising and political systems effected changes in election posters and other campaign media and how they were employed around the world This comprehensive and original overview of this campaign material includes the first extensive review of the research literature on the topic Posters Propaganda and Persuasion will be useful to scholars and students interested in communications politics history advertising and marketing art history and graphic design

The 2000 Presidential Campaign Robert E. Denton Jr., 2002-06-30 Annotation Denton and his colleagues analyze the American 2000 presidential campaign with a special focus on political communication

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

Routledge

Handbook of Political Advertising Christina Holtz-Bacha, Marion R. Just, 2017-02-24 This Handbook provides the most comprehensive overview of the role of electoral advertising on television and new forms of advertising in countries from all parts of the world currently available Thematic chapters address advertising effects negative ads the perspective of practitioners and gender role Country chapters summarize research on issues including political and electoral systems history of ads the content of ads reception and effects of ads regulation of political advertising on television and the Internet financing political advertising and prospects for the future The Handbook confirms that candidates spend the major part of their campaign budget on television advertising The US enjoys a special situation with almost no restrictions on electoral advertising whereas other countries have regulation for the time amount and sometimes even the content of electoral advertising or they do not allow television advertising at all The role that television advertising plays in elections is dependent on the political the electoral and the media context and can generally be regarded as a reflection of the political culture of a country The Internet is relatively unregulated and is the channel of the future for political advertising in many countries

Encyclopedia of 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 politics 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

Images, Issues, and Attacks Edwin D. Dover, 2006-01-01 Images Issues and Attacks explores important differences between incumbents and challengers in the uses of televised advertising in modern presidential elections Elections since 1956 can be divided into three categories elections with strong incumbents the incumbent wins elections with weak incumbents the incumbent loses and elections with surrogate incumbents the vice president runs Incumbent and challenger advertising emphasizes personal imagery links the imagery to specific issues and attacks rivals for opposing those images and issues The first part of the book describes how incumbents and challengers used these themes in the elections from 1980 to 2000 The second part applies those findings to the 2004 election and shows how George W Bush presented himself as a strong incumbent and how he and his challengers varied their mix of images issues and attacks over different periods of the election campaign [Political Marketing on Social and Mobile Media](#) Melissa M. Smith, 2025-09-10 This book explores how social and mobile media have been used in political campaigns since 2008 examining how social media are already being implemented as well as how these types of messaging platforms might be used in the future Chapters in this book discuss how social and mobile media are becoming imperative when marketing a candidate s image distributing messages fundraising and getting out the vote While some chapters delve into a particular candidate s campaign others discuss several campaigns in light of a particular political objective Authors also discuss the use of political messaging and its possible role in political polarization through misinformation and interference In particular the book seeks to demonstrate a greater reliance on social and mobile media for political messaging thus ushering in a possible new marketing paradigm This book will interest researchers and students in the areas of political communication political science government public affairs and social and digital media **Political Campaigning in the Information Age** Solo, Ashu M. G., 2014-05-31 Technology and the Internet especially have brought on major changes to politics and are playing an increasingly important role in political campaigns communications and messaging Political Campaigning in the Information Age increases our understanding of aspects and methods for political campaigning messaging and communications in the information age Each chapter analyzes political campaigning its methods the effectiveness of these methods and tools for analyzing these methods This book will aid

political operatives in increasing the effectiveness of political campaigns and communications and will be of use to researchers political campaign staff politicians and their staff political and public policy analysts political scientists engineers computer scientists journalists academicians students and professionals Mass Media and Political Communication in New Democracies Katrin Voltmer, 2006 This book examines how political communication and the mass media have played a central role in the consolidation of emerging democracies around the world Covering a broad range of political and cultural contexts including Eastern and Southern Europe Latin America Asia and Africa this new volume investigates the problems and conflicts arising in the process of establishing an independent media and competitive politics in post autocratic societies Considering the changing dynamic in the relationship between political actors the media and their audience the authors of this volume address the following issues changing journalistic role perceptions and journalistic quality the reasons and consequences of persisting instrumentalization of the media by political actors the role of the media in election campaigns the way in which the citizens interpret political messages and the extent to which the media influence political attitudes and electoral behaviour the role of the Internet in building a democratic public sphere This book will be of great interest to all those studying and researching democracy and democratization comparative politics political communication journalism media and the Internet **Encyclopedia of journalism. 6. Appendices** Christopher H. Sterling, 2009-09-25 The six volume Encyclopedia of Journalism covers all significant dimensions of journalism including print broadcast and Internet journalism US and international perspectives history technology legal issues and court cases ownership and economics

Encyclopedia of Television Horace Newcomb, 2014-02-03 The Encyclopedia of Television second edition is the first major reference work to provide description history analysis and information on more than 1100 subjects related to television in its international context For a full list of entries contributors and more visit the Encyclopedia of Television 2nd edition website *The SAGE Handbook of Political Advertising* Lynda Lee Kaid, Christina Holtz-Bacha, 2006-06-14 The SAGE Handbook of Political Advertising provides a comprehensive view of the role political advertising plays in democracies around the world Editors Lynda Lee Kaid and Christina Holtz Bacha along with an international group of contributors examine the differences as well as the similarities of political advertising in established and evolving democratic governments Key Features Offers an international perspective This Handbook examines the political television advertising process that has evolved in democracies around the world including countries in Asia Europe Australia Africa Latin America and North America In addition a comparative overview addresses the effects of political advertising on the voters and the systems of which it is a part Provides comprehensive coverage For each country presented an analysis is given of its political advertising history its cultural implications the political and regulatory systems related to political advertising the effects of media system structures and the effects of new technologies Includes examples from recent elections The role specific candidate or party controlled television plays in a specific region s electoral process is examined Original research on recent

elections confirms the expanding significance of this form of political communication This is an excellent resource for media professionals and practicing journalists as well as a welcome addition to any academic library It can also be used as a textbook for advanced undergraduate and graduate courses on Political Advertising in the fields of Political Science Communication Broadcasting Journalism and International Relations United States Presidential Elections , Race, Republicans, and the Return of the Party of Lincoln Tasha Philpot, 2009-12-22 Whether their slogan is compassionate conservatism or hawkish liberalism political parties have always sought to expand their electoral coalitions by making minor adjustments to their public image How do voters respond to these often short term campaign appeals Race Republicans and the Return of the Party of Lincoln is Tasha Philpot's insightful study of how parties use racial images to shape and reshape the way citizens perceive them Philpot has produced a timely provocative and nuanced analysis of political party image change using the Republican Party's attempts to recast itself as a party sensitive to issues of race with its 2000 and later 2004 national conventions as case examples Using a mixture of experiments focus groups national surveys and analyses of major national and black newspaper articles Philpot finds that if race related issues are important to individuals such as blacks the ability of the party to change its image without changing its political positions is far more difficult than it is among individuals who do not consider race related issues important e g whites This book makes a major contribution to our understanding of party image in general and political parties use of race in particular Bravo Paula D McClain Duke University This book does an excellent job of illuminating the linkages between racial images and partisan support By highlighting Republican efforts to play against type Philpot emphasizes the limits of successfully altering partisan images That she accomplishes this in the controversial yet salient domain of race is no small feat In short by focusing on a topical issue and by adopting a novel theoretical approach Philpot is poised to make a significant contribution to the literatures on race and party images Vincent Hutchings University of Michigan Tasha S Philpot is Assistant Professor of Government and African and African American Studies at the University of Texas at Austin **Third Parties, Outsiders, and Renegades** Melissa M. Smith, 2022-02-07 Third Parties Outsiders and Renegades analyzes 10 third party outsider or renegade presidential candidates and explores each one's impact on the political process The list of modern outsider candidates who have attracted the public's attention is fairly long but most of the time the candidates never garner enough support to become elected or they self destruct somewhere along the way A few however have taken votes away from more mainstream candidates and changed the course of political parties or election outcomes This book provides readers with an analysis of how their rhetoric political tactics and issues have challenged the political status quo and impacted later campaigns The future viability of outsider candidates is discussed in light of current political polarization and the legacy of Donald J Trump the first elected outsider president and considers how outsider candidates might be able to compete in upcoming elections given the current political divisions within the nation Scholars and students of communication political science and rhetoric

will find this book particularly interesting *On Behalf of the President* Lauren A. Wright, 2016-04-18 White House expert Lauren A Wright identifies explains and measures the impact of the expanding role of presidential spouses in the White House and presidential campaign communications strategy with a focus on the Clinton Bush and Obama administrations More than any other time in history the First Lady now bears responsibilities tantamount to those of any high ranking cabinet member This fascinating book documents the growing presence of the president s wife in the communications strategies of the last three administrations explaining why their involvement in a campaign has been critical to its survival The book explores how the First Lady serves to persuade public opinion make personal appeals to the public on behalf of the president and promote initiatives that serve as uncontroversial frames for controversial policies The author delves into political discussions about what makes presidents and presidential candidates likable what draws public support to their agendas and why spouses appear to be more effective in these arenas than other surrogates or even the presidents themselves The content features dozens of interviews with former White House staff and communications strategists in depth analysis of almost 1 700 public speeches made by Hillary Clinton Laura Bush and Michelle Obama and surveys testing the effect of public relations strategies involving spouses on political opinion

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