

The 2000 Presidential Campaign

A Communication Perspective

PRAEGER SERIES IN POLITICAL COMMUNICATION

Robert E. Denton, Jr.



Presidential Campaign A Communication Perspective

Melissa M. Smith



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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 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 **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 *The Change Election* David Magleby, 2011 A thorough assessment of how the 2008 elections were financed and conducted Television and Politics in Evolving European Democracies Lynda Lee

Kaid,1999 Throughout the world television has become an important part of the way in which political candidates and parties present their messages to voters during election campaigns This is particularly true in campaigns at the national level where voters have little personal contact with candidates and must rely on experiencing candidates through the media Despite the importance of the media for voter government interaction however many new reform governments in the post communist era in Eastern European countries failed to appreciate the demands of creating workable new media systems

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

Studies of Identity in the 2008 Presidential Campaign Robert E. Denton Jr.,2010-06-14 To simply say the 2008 presidential election was historic seems like an understatement The election was unique in many ways beyond the selection of the nation s first African American as President The drama of the election was also heightened by the historic nomination battle between Hillary Clinton and Barack Obama The contest generated issues of race and gender throughout the campaign as did the candidacy of Sarah Palin as the Republican Vice Presidential nominee And John McCain brought his own unique qualities to the campaign Vietnam War hero long term Congressional service record feisty temperament and the oldest first time presidential candidate to run for the Presidency Thus issues of race gender and age dominated the campaign both implicitly and explicitly The candidacies of Clinton Obama McCain and Palin provided the context and dynamics for charges of racism sexism and ageism Studies of Identity in the 2008 Presidential Campaign explores issues of identity politics and the presidential election Investigating all aspects of race gender or ageism the contributors to this volume address the role and function of identity politics in political campaigns and highlight challenges of identity politics in contemporary political campaigns

The 2024 Presidential Campaign Robert E. Denton, Jr.,2025-05-13 A comprehensive communication analysis of the 2024 presidential campaign Presidential campaigns are more than elections they are cultural touchstones that shape national identity and political discourse The 2024 presidential campaign was a defining moment in American history marked by political polarization and cultural turns In The 2024 Presidential Campaign A Communication Perspective Robert E Denton Jr and a team of esteemed scholars offer an incisive look at the strategies narratives and media that influenced this landmark election Examining all key areas of the 2024 election through the lens of communication this timely volume delves into critical facets of campaign messaging including political advertising and established news media Discussions of recent developments such as AI generated content and the expansion of alternative media provide a deeper understanding of how rapid technological advancement impacts both

presidential campaigns and American democracy Each chapter provides unique insights connecting communication theory to real world electoral phenomena Presents in depth analyses of televised debates social media strategies and advertising Explores the use of humor in computer generated images and political cartoons Includes chapters on candidate branding and political party conventions Addresses the impact of campaign finance on electoral outcomes Offers the latest insights into digital and mediated campaign practices Provides a unique perspective on cultural and generational shifts in U S politics The 2024 Presidential Campaign A Communication Perspective is essential reading for scholars and students in Political Science Journalism and Communication particularly those studying presidential campaigns media and politics and the presidency Ideal for upper level undergraduate and graduate courses it is also a valuable resource for professionals in political campaign management

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

Political Campaign Communication Judith S. Trent, Robert V. Friedenberg, 2008 Now in its sixth edition Political Campaign Communication provides a realistic understanding of the strategic and tactical communication choices candidates and their staffs must make as they wage an election campaign Trent and Friedenberg's classic text has been updated throughout to reflect recent election campaigns including 2004 and 2006 as well as the early stages of 2008 A new chapter focuses on the use of the Internet Political Campaign Communication continues to be a classroom favorite and is thoroughly researched insightful and is a reader friendly text

[The Routledge Handbook of Political Campaigning](#) Darren Lilleker, Daniel Jackson, Bente Kalsnes, Claudia Mellado, Filippo Trevisan, Anastasia Veneti, 2024-11-05 The Routledge Handbook of Political Campaigning provides an essential global and timely overview of current realities as well as anticipating the trajectory and evolution of campaigning in the coming years Offering a comprehensive analysis the handbook is structured into seven thematic sections including the campaign environment rhetoric and persuasion campaign strategies campaign tactics and platform affordances news and journalism citizens and

voters and civil society The chapters within each section reflect on the latest societal technological and cultural developments and their impact on campaigning on democratic culture within societies and on the roles that campaigns might play in both facilitating and impeding political engagement Key trends and innovations are examined alongside case studies and examples from a range of nations and political contexts Issues around trust and representation are further reflected in a focus on the wider campaigning environment and the rise in importance of grassroots and pressure groups social movements and movements that coalesce within digital environments The Routledge Handbook of Political Campaigning is an essential resource for scholars students and practitioners in political communication media and communication elections and voting behavior digital media journalism social movements strategic communication social media and more broadly to democracy sociology and public policy

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

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

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cultural turns In *The 2024 Presidential Campaign A Communication Perspective* Robert E Denton Jr and a team of esteemed scholars offer an incisive look at the strategies narratives and media that influenced this landmark election Examining all key areas of the 2024 election through the lens of communication this timely volume delves into critical facets of campaign messaging including political advertising and established news media Discussions of recent developments such as AI generated content and the expansion of alternative media provide a deeper understanding of how rapid technological advancement impacts both presidential campaigns and American democracy Each chapter provides unique insights connecting communication theory to real world electoral phenomena Presents in depth analyses of televised debates social media strategies and advertising Explores the use of humor in computer generated images and political cartoons Includes chapters on candidate branding and political party conventions Addresses the impact of campaign finance on electoral outcomes Offers the latest insights into digital and mediated campaign practices Provides a unique perspective on cultural and generational shifts in U S politics *The 2024 Presidential Campaign A Communication Perspective* is essential reading for scholars and students in Political Science Journalism and Communication particularly those studying presidential campaigns media and politics and the presidency Ideal for upper level undergraduate and graduate courses it is also a valuable resource for professionals in political campaign management

When Stereotypes Collide Ann Gordon, Jerry Miller, 2005

Stereotypes are prevalent throughout our society Using content analytical and experimental data in conjunction with case studies *When Stereotypes Collide* explores the influence of gender and ethnic racial minority stereotypes in the production of campaign messages created during congressional elections Filling a void in political campaign research this book draws specific attention to the uses and consequences of political advertisement videostyle strategies on the electoral fortunes of women and minority candidates

The Politics of Authenticity in Presidential Campaigns, 1976-2008 Erica J.

Seifert, 2014-01-10 Authenticity the dominant cultural value of the baby boom generation became central to presidential campaigns in the late 20th century Beginning in 1976 Americans elected six presidents whose campaigns represented evolving standards of authenticity Interacting with the media and their publics these successful presidential candidates structured their campaigns around projecting authentic images and connecting with voters as one of us In the process they rewrote the political playbook redefined presidentiality and changed the terms of the national political discourse This book is predicated on the assumption that it is worth knowing why

Political Campaign Communication Robert E. Denton Jr., Ben Voth, Judith S. Trent, Robert V. Friedenberg, 2023-11-20 The tenth edition of *Political Campaign Communication Principles and Practices* provides a clear and thorough survey of the strategic decisions vital to the success of contemporary political campaigns The authors draw on a host of examples involving political campaigns at local statewide and national levels to illustrate all aspects of campaign communication from forms of public address to buttons yard signs and billboards to traditional media and the use of internet and social media platforms Throughout the volume they draw on communication

theories to clearly explain contemporary political campaign practices Updated to reflect the most recent practices and events from the 2020 presidential campaign the book also considers journalistic practices and ethical considerations of today Features of the tenth edition Includes examples and data from the 2020 election cycle Updated and expanded discussion of social media platforms and practices Increased art and graphics program to engage students and increase information retention Expanded discussion of the history practice and state of journalism today New chapter on local elections and offices

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

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 Campaign

Communication Robert E. Denton, Judith S. Trent, Robert V. Friedenberg, 2019-07-19 *Political Campaign Communication* Ninth Edition uses a speech communication perspective to examine how elective politics contributes to our knowledge and understanding of the electoral process This book explains how principles and practices central to election campaigns affect America's electoral history

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