Presidential Campaign Discourse Strategic Communication Problems

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**Politeness in Presidential Debates**  
William O. Dailey 2008 Politeness and Political Debate analyzes politeness strategies in presidential and vice presidential debates from 1960 to 2004. After an introduction to politeness theory and how to apply it to debates, the authors summarize each candidate’s politeness strategies, relate them to the historical context of the appropriate campaign, and consider them in relation to other studies conducted on the debates. This well-researched book ends with implications for debate planners, politicians, citizens, and scholars, including an insightful chapter on the electorate’s ideal debate.  

**Women for President**  
Erika Falk 2010 Newly updated to examine Hillary Clinton’s formidable 2008 presidential campaign, Women for President analyzes the gender bias the media has demonstrated in covering women candidates since the first woman ran for president through 2008—Victoria Woodhull, Belva Lockwood, Margaret Chase Smith, Shirley Chisholm, Patricia Schroeder, Lenora Fulani, Elizabeth Dole, Carol Moseley Braun, and Hillary Clinton—Erika Falk finds little progress in the fair treatment of women candidates. The press portrays female candidates as unviable, unreliable, inarticulate, or unlikable, and ignores or belittles women instead of reporting their ideas and intent. This thorough comparison of men’s and women’s campaigns reveals a worrisome trend of sexism in press coverage—a trend that still persists today.

**A Functional Analysis of Political Television Advertisements**  
William L. Benoit 2014-04-01 A Functional Analysis of Political Television Advertisements is a unique investigation into the extremely important medium of campaign advertising. The book analyzes presidential primary and general ads through 2012, ads from third party candidates, ads for governor and congress, and ads from foreign countries. It examines trends in political advertising content over time, contrasts different kinds of spots—primary versus general, incumbents versus challengers—and assesses the development of political ads over time.

**Rhetorical Studies of National Political Debates**  

**Campaign 96**  
William L. Benoit, Blaney, and Pier apply the functional theory of political campaign discourse to the 1996 presidential campaign. They examine the use of strategies of acclaiming or self-praise, attacking the opponent, and defending or responding to attack. They investigate various message types: those sent from the campaign to the primaries and the general election campaign.

**Language, Power, and Ideology in Political Writing: Emerging Research and Opportunities**  
Çakırta?, Önder 2019-06-28 Politics and political literature studies have emerged as one of the most dynamic areas of scrutiny. Relying on ideological as well as socio-political theories, politics have contributed to cultural studies in many ways, especially within written texts such as literary works. As few critics have investigated the intersections of politics and literature, there is a tremendous need for material that does just this. Language, Power, and Ideology in Political Writing: Emerging Research and Opportunities is an essential reference book that focuses on the use of narrative and writing to communicate political ideologies. This publication explores literature spurring from politics, the disadvantages of political or highly ideological writing, writers’ awareness of the outside world during the composition process, and how they take advantage of political writing. Featuring a wide range of topics such as gender politics, indigenous literature, and censorship, this book is ideal for academicians, librarians, researchers, and students, specifically those who study politics, international relations, cultural studies, women’s studies, gender studies, and political economy.

**Crosstalk**  
Marion R. Just 1996-06-15 Examining political advertisements, news coverage, ad watches, and talk shows in Los Angeles, Boston, Winston-Salem, and...
Fargo/Moorhead, the authors chart the impact of different information environments on citizens and the development of public personae. Elsewhere, the authors analyze the effects of campaigns on their perceptions of a candidate's character and the central factor in the voting process. They explore how traditional and new media influence political discourse and media coverage of political events.

### Communication in the Presidential Primaries

Kathleen E. Kendall 2000

Kendall provides a fascinating account of the role of speech, debate, advertising, and media coverage of U.S. presidential primaries in the 20th century. The book examines how political campaigns have evolved over the years and how they have shaped the political landscape.

### Presidential Campaign Discourse

Kathleen E. Kendall 1995-01-01

Focuses on strategies for solving communication problems in presidential campaigns. The book examines how political campaigns have evolved over the years and how they have shaped the political landscape.

### Communication as Process

Piper-Aiken 2002

In this introduction to the theory of communication, journalism, politics, and sociology to create a picture of how news media on the campaign trail.

### Journalism and Gender Issues in the 1996 U.S. Presidential Election

Kimmerly S. Piper-Aiken 2002

Examines the role of gender in the 1996 U.S. presidential election, including the coverage of candidates and their speeches.

### Strategic Communication

Kevin Marsh 2017-12-20

A handbook for the study of strategic communication in the fields of politics, diplomacy, and civil society.

### Political Discourse and Democratization

Various 2021-11-05

The Communication Science and Law Research Center provides a comprehensive overview of the history and theory of political discourse and its impact on democratization processes.

### Negative Campaigning

Kimmerly S. Piper-Aiken 2016-02-22

This work peels back the curtain on how political campaigns influence voter turnout and attitudes toward government. Just in time for an assessment of election 2004, two distinguished political scientists bring us a sophisticated analysis of negative campaigns for the Senate from 1992 to 2002. The results of their study are surprising and challenge conventional wisdom: negative campaigning has dominated relatively few elections over the past dozen years, there is little evidence that it has had a deleterious effect on our political system, and it is not a particularly effective campaign strategy. These analyses bring novel empirical techniques to the study of basic normative questions of democratic theory and practice.

### Praeger Handbook of Political Campaigning in the United States [2 volumes]

William L. Benoit 2016-02-22

This work peels back the curtain on how political campaigns influence voter turnout and attitudes toward government. Just in time for an assessment of election 2004, two distinguished political scientists bring us a sophisticated analysis of negative campaigns for the Senate from 1992 to 2002. The results of their study are surprising and challenge conventional wisdom: negative campaigning has dominated relatively few elections over the past dozen years, there is little evidence that it has had a deleterious effect on our political system, and it is not a particularly effective campaign strategy. These analyses bring novel empirical techniques to the study of basic normative questions of democratic theory and practice.

### Praeger Handbook of Political Advertising

Christina Holtz-Bacha 2017-02-24

This handbook offers 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 international electoral communication, including political campaigns, 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.

### Argumentation and Critical Decision Making

Richard D. Rieke 1997

The principles of practical reasoning integrated into real world applications is the basic premise behind Professors Richard D. Rieke and Malcolm O. Sillars' fourth edition of Argumentation and Critical Decision Making. The most current theories and research are combined with classic rhetoric to effectively explain the necessary functions of decision making in any given situation. With an increased emphasis on critical thinking, Rieke and Sillars help connect critical decisions with audience values and conventions. Real life examples are used to illustrate the principles of argumentation, ranging from interpersonal discussions to formalized conventions of argumentation in government, law, business, and politics. The book also explores the practical use of language and critical thinking in the construction of arguments, focusing on the multifaceted role of logic in decision making.

### American Political Communication and Media Influence: The Bush White House, often from officials who worked there.

Routledge Handbook of Political Advertising

The Communication Science and Law Research Center provides a comprehensive overview of the history and theory of political discourse and its impact on democratization processes. This handbook offers 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 international electoral communication, including political campaigns, 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.
media on the campaign trail.

Presidential Rhetoric: The Presidency Martin J. Medhurst 1996 With the administrations of Theodore Roosevelt and Woodrow Wilson, the American presidency underwent many profound changes. Chief among those was a radical evolution in the interaction of the president with the general public. Divided into three sections, the ten essays of this volume focus on that evolution and offer thought-provoking analyses concerning the role of presidential rhetoric, policy, generating support, and promoting public discourse. In Part 1, Jeffrey Tullis, who introduced the concept of the rhetorical presidency more than a decade ago, considers how the dilemmas he envisioned as part of that concept change just as the political arena has. In Part II, the role in modern electioneering and has formed part of political campaigns since the 1840s. In Part III, the role of the presidency is intended for scholars and students in political and presidential studies, as well as anyone interested in the American presidency in general.

Crowed Airwaves James A. Thurber 2001-09-19 Political advertising plays a key role in modern electioneering and has formed part of political campaigns since the early days of radio. In this volume, well within the field of political discourse. As models of mass communication have evolved, so have the venues for campaign advertising—from newspapers and radio to television and, today, the Internet. Not only have the outlets for political advertising expanded over the past twenty years, so have the number of groups using it to convey information and advance their points of view. Because political advertising has become such a pervasive medium for candidates, political scholars and practitioners alike have come to recognize the need to measure their impact; the agenda-setting and priming effects of ads; and the role and implications of issue advertising for the electorate. The contributors provide an objective and balanced analysis of political advertising: its causes, its growth, and its consequences on elections in the United States. The contributors provide an objective and balanced analysis of political advertising: its causes, its growth, and its consequences on elections in the United States. The contributors provide an objective and balanced analysis of political advertising: its causes, its growth, and its consequences on elections in the United States.

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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.

Campaign Talk Roderick P. Hart 2009-07-01 Roderick Hart may be among the few Americans who believe that what politicians say in a campaign actually matters. He also believes that campaigns work. Even as television coverage, political ads, and opinion polls turn elections into field days for marketing professionals, Hart argues convincingly that campaigns do play their role in sustaining democracy, mainly because they bring about a dialogue among candidates, the press, and the people. Here he takes a close look at the exchange of ideas through language used in campaign speeches, political advertising, public debates, print and broadcast news, and a wide variety of letters to the editor. In each case, the participants choose their words differently, and this, according to Hart, can be a frustrating challenge to anyone trying to make sense of the issues. Yet he finds that the process is good for Americans: campaigns inform us about issues, sensitize us to the concerns of others, and either encourage us to vote or at least heighten our sense of the political world. Hart comes to his conclusions by using DICTION, a computer program that has enabled him to unearth substantive data, such as the many subtle shifts found in political language, over the past fifty years. This approach yields a rich variety of insights, including empirically based explanations of impressions created by political candidates. For example, in 1996 Bill Clinton successfully connected with voters by using many human-interest words--"you," "us," "people," "family." Bob Dole, however, alienated the public and even undermined his own claims of optimism by using an abundance of denial words--"can't," "shouldn't," "couldn't." Hart also tracks issue buzzwords such as "Medicare" to show how candidates and voters define and readjust their positions throughout the campaign dialogue. In the midst of today's increased media hype surrounding elections, Americans and the candidates they elect do seem to be listening to each other--as much as they did in years gone by. Hart's wide-ranging, objective investigation upends many of our stereotypes about political life and presents a new, more bracing, understanding of contemporary electoral behavior.

Political Communication Richard M. Perloff 2013-10-18 In this political communication text, Richard M. Perloff examines the various ways in which messages are constructed and communicated from public officials and politicians through the mass media to the ultimate receivers—the people. With a focus on the history of political communication, he provides an overview of the most significant issues in the study of politics and the media. In addition to synthesizing facts and theories, and highlighting the scholarly contributions made to the understanding of political communication effects, Political Communication addresses such factors as the rhetorical accomplishments of American presidents, the ongoing tangles between the press and the presidency, and the historical roots of politics as it is practiced and studied today. It also addresses major issues about the press and politics that continually resurface, such as question of press bias and the use and manipulation of media by politicians to accomplish national goals. As a comprehensive and engaging introduction to contemporary political communication, this volume provides all readers with a historical perspective on American politics and press and offers a unique appreciation of the strengths and virtues of political communication in America.

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.

Media Depictions of Brides, Wives, and Mothers Alena Amato Ruggerio 2012-09-27 Media Depictions of Brides, Wives, and Mothers, edited by Alena Amato Ruggerio, explores how television, film, the internet, and other media variously perpetuate gender stereotypes. The contributors to this volume bring a variety of feminist rhetorical and media criticism approaches from across the communication discipline to their analyses of how media shape our expectations of the performance of women's domestic roles.