

Campaign 2000

A Functional Analysis of
Presidential Campaign Discourse

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Campaign 2000 A Functional Analysis Of Presidential Campaign Discourse

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Campaign 2000 A Functional Analysis Of Presidential Campaign Discourse:

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 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 re 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 **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 **The ^AOxford Handbook of Political Communication** Kate Kenski, Kathleen Hall Jamieson, 2017-06-23 The Oxford Handbook of Political Communication provides contexts for viewing the field examines political discourse media and interpersonal and small group political communication and considers political communication s evolution inside the altered political communication landscape Agendas for future research and innovation are presented **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

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The Primary Decision William L. Benoit, 2001-12-30 Benoit and his colleagues apply the functional theory of political campaign discourse to 25 presidential primary debates beginning with the 1948 American presidential primary campaign They conclude with the 2000 presidential primaries They identify the functions topics and targets of attacks and the results are compared with research on primary TV spots and with general debates An important resource for scholars and students of American presidential and party elections and political communications

Did Newspapers Accurately Cover Nomination Acceptance Speeches in 2000 Presidential Campaign? Liu Fu, 2005

A Functional Analysis of the 2000 Taiwanese Presidential Campaign Discourse Wei-Chun Wen, 2002 This study applies the functional theory of political discourse to the television spots newspaper ads and televised speeches in the 2000 Taiwanese presidential campaign The analysis focused on three dimensions of campaign messages functions acclaiming attacking and defending topics policy and character and ideology ideological and non ideological messages All three forms of messages were replete with acclaims and attacks whereas defenses were rare This pattern was similar to previous research on the U S campaigns It suggests that the nature of campaign functions transcended cultural divides Both types of advertisements emphasized character over policy whereas televised speeches contained more policy remarks than character utterances It appears that cultures and the nature of the televised speeches greatly influenced the emphasis of topics In the 2000 election Taiwanese candidates generally uttered more non ideological utterances than ideological utterances to avoid alienating voters with moderate ideological positions

Argumentation and Advocacy, 2004

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Political Campaign Communication Judith S. Trent, Robert V. Friedenberg, 2004 Viewing political campaigns as communication phenomena Trent and Friedenberg examine the communication principles and practices central to election campaigns Political Campaign Communication provides readers with a realistic understanding of the strategic and tactical communication choices candidates and their staffs must make as they wage a political campaign This edition has been updated to reflect what occurred in the 2000 election cycles the 2002 election cycle and the early stages of the 2004 election cycle Visit our website for sample chapters

Web Campaigning Kirsten A. Foot, Steven M. Schneider, 2006 Foot and Schneider examine the evolution of political campaign web practices

[The Talk of the Party](#) Sharon E. Jarvis, 2005 How did liberal become a dirty word in American politics How did compassionate conservative become a viable campaign theme When did the independent voter become the most sought after prize in modern campaigns And why haven't third party candidates enjoyed similar acclaim The Talk of the Party listens to how the language of partisanship including words like Democrat Republican party liberal conservative and independent has been used over the past fifty years and how it has created or limited political opportunities Listening to the talk of the party can teach valuable lessons about campaigns opportunities for public life and the future of these American institutions

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

Images, Issues, and Attacks E. D. Dover, 2006-10-11 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

The Millennium Election Lynda Lee Kaid, 2003-08-25 The Millennium Election highlights some of the most important campaign communication from the 2000 elections looking at

candidates political messages the media's campaign coverage the impact of the Internet and the political socialization of young voters The authors show that we still have much to learn about traditional candidate voter interactions as well as new forms of political communication and these forms must work together to engage a new generation of voters Visit our website for sample chapters The Third Agenda in U.S. Presidential Debates Diana B. Carlin, 2009 This book examines recent U S presidential debates from the perspective of television viewers who watched the encounters first hand Through a national program DebateWatch tens of thousands of viewers provided feedback to the debate sponsors the campaigns and the media following the 1996 2000 and 2004 presidential debates These focus groups along with surveys and emails allowed viewers to lay out a concise third agenda for the debates the public's one in which comparisons could be drawn between their own interests and that of the media and the candidates themselves **Javnost** , 2006 Political Communication on Presidential Websites Boubacar Souley, 2005

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