High-Tech
Campaigns

Computer Technology
in Political Communication

Gary W. Selnow

High Tech Campaigns Computer Technology In Political Communication

Craig A. Smith,Kathy B. Smith

High Tech Campaigns Computer Technology In Political Communication:
    High-Tech Campaigns Gary W. Selnow,1994 Selnow examines how emerging computer technologies advance the gathering and dissemination of political information and how the recent developments in hardware and software help technicians manage and manipulate complex voter databases Gary W Selnow considers the refinements of polling techniques that yield raw data for elaborate voter analyses and targeted information strategies and discusses how the new technologies contribute to the effective construction of political messages Selnow begins with a discussion of targeted communication and demonstrates the universal trend toward ever narrower audience contacts explaining how media deliver small audiences and how computers help communicators understand these audiences in order to craft messages with individual appeal Against this theoretical backdrop he looks at public surveying techniques that provide audience surveillance data databases that contain the political genetic material for each voter and analytic methods that unfold an audience into its constituent parts Finally he examines the effects of these technologies on American voters the press and the political system Leading journalists and media scholars offer their views on the subject describing the problems and discussing their concerns about safeguards for privacy maintenance of the American political system and continuing press access to campaign information
    Communication Consultants in Political Campaigns Robert V. Friedenberg,1997-10-28 We will never know the precise identity of America s first political consultant It is likely that candidates were seeking favorable coverage in colonial newspapers as early as 1704 it is also likely that by 1745 candidates were using handbills and pamphlets to augment press coverage of campaigns and we know that one successful candidate George Washington in 1758 purchased refreshments for potential voters These traditional approaches to winning votes have in recent years been amplified by consultants who have shown how cable networks videocassettes modems faxes focus groups and other means of communication can be put to partisan use In this book Robert V Friedenberg examines all of the communication techniques used in contemporary political campaigning After providing a history of political consulting Friedenberg examines the principal communication specialities used in contemporary campaigns Throughout political consultants discuss their approaches and evaluate the benefits and shortcomings of these methods An invaluable text for what is arguably the most rapidly changing field of applied communication this work is must reading for students and researchers of American politics applied communication and contemporary political theory   *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 **Political Campaign Communication** Judith S. Trent,Robert V. Friedenberg,Robert E. Denton Jr.,2011-08-16 Now in its seventh edition Political Campaign Communication provides a realistic understanding of the strategic and tactical communication practices utilized in contemporary political campaigns It draws on a wealth of examples from local to national political campaigns and communication theory to illustrate principles and practices of campaigns such as functions stages communicative styles public speaking debates interpersonal communication political advertising and the use of the internet and new media Trent Friedenberg and Denton s classic text has been updated to reflect recent election campaigns including the 2010 congressional elections and the initial stages of the 2012 presidential election Many sections now focus on the most recent presidential elections and the campaigns of Barack Obama and John McCain In addition the authors have examined the expanding role of the internet in political campaigns Political Campaign Communication continues to be a classroom favorite a thoroughly researched insightful and reader friendly text   Global Political Campaigning Fritz Plasser,2002-02-28 Plasser examines the changing practices of election campaigning worldwide Based on data of an indepth 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 indepth 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 area 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   Routledge Handbook of Political Management Dennis W. Johnson,2010-03-17 A comprehensive overview of the field of applied politics encompassing political consulting campaigns and elections lobbying and advocacy grass roots politics fundraising media and political communications the role of the parties political leadership and the ethical dimensions of public life   **New Media Campaigns and the Managed Citizen** Philip N. Howard,2006 A critical assessment of the role that information technologies have come to play in contemporary campaigns   Ibss: Political Science: 1994 British Library of Political and Economic Science at the London School of Economics,1995-12-08 The IBSS is the essential tool for librarians university departments research institutions and any public or private institution whose work requires access to up to date and comprehensive knowledge of the social sciences   **Campaigns and Conscience** Philip Seib,1994-03-30 Seib examines the ethical issues underlying the volatile relationship between journalists and politicians It provides an inside look at how reporters and candidates do their jobs From the screening process news organizations use to decide which candidates to cover to the truth testing of political ads to the controversies surrounding election night projections this work articulates crucial ethical questions and helps readers in their search for answers As a political communications text Campaigns and Conscience looks at the many facets of political journalism what reporters need to know before covering a campaign how to approach the character issue how to keep up with the frantic pace of a campaign why campaign ads should be covered as news the allure and dangers of polls projections and endorsements and the responsibility of the press to cover one of the most powerful quasi political institutions the press itself   **Rhetorical Studies of National Political Debates** Robert V. Friedenberg,1993-10-30 This revised and updated edition remains the only book length rhetorical analysis of national political debates from 1960 to the present The contributors all rhetorical critics answer important questions about political debating in the United States including Why is the press involved in political debates Why are debates likely to be an enduring part of our presidential campaigns Why are some candidates successful as debaters while others are not Chapter authors offer insight into the goals commonly shared by political debaters and the rhetorical strategies most frequently used by national political debaters By providing an overall analysis of a variety of debate practices this book demonstrates how debates have become more than just campaign spectacles but rather complex calculated political events with significant consequences Predebate debate and postdebate strategies are considered in depth in these microanalyses Scholars and students of speech communication particularly those concerned with political communication will find this volume noteworthy as will those in the related disciplines of political science history and journalism   *Digital Democracy* Kenneth L Hacker,Jan van Dijk,2000-12-05 Increasing attention is being paid to the political uses of the new communication

technologies Digital Democracy offers an invaluable in depth explanation of what issues of theory and application are most important to the emergence and development of computer mediated communication systems for political purposes The book provides a wide ranging critical examination of the concept of virtual democracy as discussed in theory and as implemented in practice and policy that has been hitherto unavailable It addresses how the Internet World Wide Web and computer mediated political communication are affecting democracy and focuses on the various theoretical and practical issues involved in digital democracy Using international examples Digital Democracy attempts to connect theoretical analysis to considerations of practice and policy **Winning Elections in the 21st Century** Dick Simpson,Betty O'Shaughnessy,2016-04-04 A national cochair of the presidential campaign of Barack Obama when few thought he could ever be elected Congresswoman Jan Schakowsky is here to tell you Yes you can And the book she recommends for candidates campaign staff volunteers and citizens is Winning Elections in the 21st Century a handbook for anyone who wants to know how campaigns are run and won today Written by longtime political veterans both former elected officials Winning Elections is steeped in old fashioned political know how and savvy about the latest campaign techniques methods and strategies using social media vote analytics small donor online fundraising and increasingly sophisticated microtargeting Using examples from across the United States the authors discuss the nuts and bolts of state and local races as well as best practices in national elections A successful campaign they assert and evidence confirms merges the new technology with proven techniques from the past and their book helps candidates students and citizens consider all the opportunities and challenges that these tools provide never losing sight of the critical role that personal contact plays in getting voters to the polls At the heart of this book is the conviction that we need to win democracy along with elections Accordingly Simpson and O Shaughnessy write primarily about campaigns in which the maximum number of citizens participate as opposed to those determined by a few wealthy individuals and interest groups People power can prevail with the right candidates issues and support and Winning Elections in the 21st Century shows how **No Place for Amateurs** Dennis W. Johnson,2001 Offers an insider s tour through the fast paced often sordid world of the professional political campaign *The White House Speaks* Craig A. Smith,Kathy B. Smith,1994-04-11 This work treats presidential leadership as persuasive communication The major theories of presidential leadership found in the literature establish the central role of persuasion and introduce the interpretive systems approach to political communication as a theoretical framework for the study of presidential leadership as persuasion Case studies examine recent presidents use of public persuasion to perform their leadership functions Particular attention is devoted to coalitional constraints on presidential pardoning rhetoric presidential leadership through the politics of division the political significance of conflicting political narratives the sermonic nature of much 20th century presidential discourse the difficulties inherent in persuading the public to make sacrifices and the dangers of relying too heavily on public rhetoric The concluding chapter considers the rhetoric that contributed to the demise of the Bush

presidency the election of Bill Clinton and the challenges facing the Clinton presidency   Electronic Whistle-Stops Gary W. Selnow,1998-03-25 Fifty years ago the political whistle stop tour was thus named because trains blew their whistles twice when making unscheduled stops in backwater towns Like its distant cousin the electronic whistle stop brings the candidate s message directly to the people but with one outstanding difference the new whistle stop offers politicians an accuracy efficiency and success at voter persuasian unimaginable to by earlier whistle stoppers such as Harry Truman As Selnow shows American political campaigns have an extraordinary affinity for electronic devices They have seized upon electronic bulletin boards home pages and electronic libraries Since political campaigns are communication campaigns Selnow concludes that candidates who successfully inform persuade enlighten and even confuse voters will win votes Selnow also examines the debate between those who argue that new technologies have improved efficiency and those who believe that the innovations have affected society in other ways Scholars and students of American political communication must read this book the lively style will also make it exciting reading for anyone interested in this new political tool   **Society Online** Philip N. Howard,Steve Jones,2004 These editors have the respect visibility and track record to make this volume a contribution to the field of Internet studies It will be adopted as an upper division text and can also serve as a valuable reference work for doctoral students Given its broad mix of qualitative and quantitative approaches this work should have wide appeal across the Social Sciences and Information Studies Sandra J Ball Rokeach Annenberg School for Communication University of Southern California Within the developed world much of society experiences political economic and cultural life through a set of communication technologies barely older than many citizens Society Online The Internet in Context examines how new media technologies have not simply diffused across society but how they have rapidly and deeply become embedded in our organizations and institutions Society Online is not exclusively devoted to a particular technology or specifically the Internet but to a range of technologies and technological possibilities labeled new media Rather than trying to cover every possible topic relating to new communication technologies this unique text is organized by how these new technologies mediate the community political economic personal and global spheres of our social lives Editors Philip N Howard and Steve Jones explore the multiple research methods that are required to understand the embeddedness of new media Society Online discusses the findings of the Pew Internet and American Life Project and is the first book to bring together leading social scientists to provide the most comprehensive and far reaching Internet research data sets and to contextualize Internet use in modern life The book features contributions by leading scholars from across the social sciences using a range of research techniques including systematic content analysis comparative methods quasi experimental methods probit ordinary least squares and logistic regression analysis small focus groups historical archival and survey methods ethnographic and auto ethnographic work and comparative analyses of policy traditions to probe analyze and understand the Internet in the context of everyday life Society Online is designed for undergraduate and graduate students

taking media studies courses in the areas of Communication Sociology Political Science Anthropology Cultural Studies Information Sciences and American Studies For more information about Society Online please visit www societyonline net

Information Technology and Organizational Transformation JoAnne Yates,John Van Maanen,2001 Assesses information technology and organizational transformation Moves beyond the superficial glorification of information technology as an instrument of social change examining mechanisms of change as they play out in everyday organizational life Chapters are in sections on the history rhetori **Choice** ,1994 *Hired to Fight, Hired to Win* Dennis W. Johnson,2015-06-26 When it comes to elections campaigns matter And despite the ever increasing role of volunteers and amateurs modern American political campaigns are a professional affair Understanding how they are run and how campaign strategies are set requires an in depth analysis of what political consultants do from opposition research to public opinion polling and from directing media strategies to mobilzing voters with fundraising a priority at all stages At all levels of the electoral arena modern sophisticated campaigns cannot hope to be effective without the guiding disciplines of professional consultants This thoroughly updated edition of Dennis W Johnson s classic text originally titled No Place for Amateurs highlights the growing importance of social media targeting and analytics Super PACs and dark money in a post Citizens United world *The Internet in Everyday Life* Barry Wellman,Caroline Haythornthwaite,2008-04-15 The Internet in Everyday Life is the first book to systematically investigate how being online fits into people s everyday lives Opens up a new line of inquiry into the social effects of the Internet Focuses on how the Internet fits into everyday lives rather than considering it as an alternate world Chapters are contributed by leading researchers in the area Studies are based on empirical data Talks about the reality of being online now not hopes or fears about the future effects of the Internet

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