

The Positive Case For Negative Campaigning

Going Dirty David Mark.2007 Going Dirty is a history of negative campaigning in American politics and an examination of how candidates and political consultants have employed this often-controversial technique. The book includes case studies on notable races throughout the television era in which new negative campaign strategies were introduced, or existing tactics were refined and amplified upon.

Attack Politics Emmett H. Buell, Lee Sigelman.2008 Ask most Americans, and they'll tell you that presidential campaigns get dirtier and more negative with every election. This text suggests that this may not be as true as we think, and shows that over the last dozen elections, negativity may have been well publicised but hasn't increased.

Negative Campaigning Margaret Haerens.2014-04-14 This interesting and timely volume explores the effectiveness of negative campaign ads, whether or not negative campaigning has value, the effectiveness of fact-checking, and what fuels negative campaigning. Includes primary and secondary sources from a variety of perspectives; eyewitnesses, scientific journals, government officials, and many others.

Hardship & Happiness Lucius Annaeus Seneca.2014-03-05 Essays from the Stoic philosopher instructing how to find happiness in a world full of adversity. Lucius Annaeus Seneca (4 BCE–65 CE) was a Roman Stoic philosopher, dramatist, statesman, and advisor to the emperor Nero, all during the Silver Age of Latin literature. The Complete Works of Lucius Annaeus Seneca is a fresh and compelling series of new English-language translations of his works in eight accessible volumes. Edited by Elizabeth Asmis, Shadi Bartsch, and Martha C. Nussbaum, this engaging collection helps restore Seneca—whose works have been highly praised by modern authors from Desiderius Erasmus to Ralph Waldo Emerson—to his rightful place among the classical writers most widely studied in the humanities. Hardship and Happiness collects a range of essays intended to instruct, from consolations—works that offer comfort to someone who has suffered a personal loss—to pieces on how to achieve happiness or tranquility in the face of a difficult world. Expertly translated, the essays will be read and used by undergraduate philosophy students and experienced scholars alike. Praise for Hardship and Happiness “[The Complete Works of Lucius Annaeus Seneca] brings together many preeminent anglophone scholars of Seneca as editors and translators and succeeds in its aim to reach a wider audience through readable, modern English translations. . . . The overall high quality of the translations and notes make this volume (and its respective series) highly desirable for scholars and libraries alike.” —Classical Journal “A significant improvement over what has been available in English of the previous century. . . . The translations presented here admirably achieve the aim set out by the series’ editors: ‘to be faithful to the Latin while reading idiomatically in English.’ . . . Hardship and Happiness is a handsome volume, beautifully conceived and executed.” —Review of Metaphysics “We owe a debt of gratitude to Chicago for this one-volume selection of essays from long ago, which still have the power to stimulate our minds today.” —Classics for All

Illuminate David M. Corbin.2009-07-28 Learn to create a positive work environment by accentuating the positive and illuminating the negative Illuminate argues that we can't create positive work environments without accepting the existence of the negative. Though positive thinking has its place in the work world, we can't ignore the negative, whether it be in the form of challenges, problems, limitations, or other negative business realities. In order to foster healthy, functional business, we have to create a culture that allows for open expression and the sharing of ideas-especially when those ideas are negative in nature. The key is that negative situations and conditions should be introduced and dealt with in a strictly positive light. The result is an organization able to look at itself honestly and stay alert to possible threats. A unique kind of business book, Illuminate is written in the style of an allegorical fable that teaches you a three-step process for confronting, examining, and fixing any problem in the office. Offers practical ways for dealing with negative situations to achieve positive outcomes Serious wisdom wrapped in a fictional format Author David Corbin operates a successful consultancy that helps industry and government maximize productivity and, therefore, profitability Corbin is also the star and co-director of the hit 2007 self-help film Pass It On; he is featured in the 2009 Napoleon Hill Foundation Film, Three Feet From Gold If your corporate culture can't deal with the negative without creating more negativity, this is the perfect guide for creating and sustaining a culture of positive change.

Feeling Politics D. Redlawsk.2006-06-10 As part of the study of emotions and politics, this book explores connections between affect and cognition and their implications for political evaluation, decision and action. Emphasizing theory, methodology and empirical research, Feeling Politics is an important contribution to political science, sociology, psychology and communications.

Ending Discrimination Against People with Mental and Substance Use Disorders National Academies of Sciences, Engineering, and Medicine, Division of Behavioral and Social Sciences and Education, Board on Behavioral, Cognitive, and Sensory Sciences, Committee on the Science of Changing Behavioral Health Social Norms.2016-09-03 Estimates indicate that as many as 1 in 4 Americans will experience a mental health problem or will misuse alcohol or drugs in their lifetimes. These disorders are among the most highly stigmatized health conditions in the United States, and they remain barriers to full participation in society in areas as basic as education, housing, and employment. Improving the lives of people with mental health and substance abuse disorders has been a priority in the United States for more than 50 years. The Community Mental Health Act of 1963 is considered a major turning point in America's efforts to improve behavioral healthcare. It ushered in an era of optimism and hope and laid the groundwork for the consumer movement and new models of recovery. The consumer movement gave voice to people with mental and substance use disorders and brought their perspectives and experience into national discussions about mental health. However over the same 50-year period, positive change in American public attitudes and beliefs about mental and substance use disorders has lagged behind these advances. Stigma is a complex social phenomenon based on a relationship between an attribute and a stereotype that assigns undesirable labels, qualities, and behaviors to a person with that attribute. Labeled individuals are then socially devalued, which leads to inequality and discrimination. This report contributes to national efforts to understand and change attitudes, beliefs and behaviors that can lead to stigma and discrimination. Changing stigma in a lasting way will require coordinated efforts, which are based on the best possible evidence, supported at the national level with multiyear funding, and planned and implemented by an effective coalition of representative stakeholders. Ending Discrimination Against People with Mental and Substance Use Disorders: The Evidence for Stigma Change explores stigma and discrimination faced by individuals with mental or substance use disorders and recommends effective strategies for reducing stigma and encouraging people to seek treatment and other supportive services. It offers a set of conclusions and recommendations about successful stigma change strategies and the research needed to inform and evaluate these efforts in the United States.

Going Dirty David Mark.2009-04-16 Going Dirty is a history of negative campaigning in American politics and an examination of how candidates and political consultants have employed this often-controversial technique. The book includes case studies on notable races throughout the television era in which new negative campaign strategies were introduced, or existing tactics were refined and amplified upon. Strategies have included labeling opponents from non-traditional political backgrounds as dumb or lightweight, an approach that got upended when a veteran actor and rookie candidate named Ronald Reagan won the California governorship in 1966, setting him on a path to the White House. The negative tone of campaigns has also been ratcheted up dramatically since the terrorist attacks of September 11, 2001: Campaign commercials now routinely run pictures of international villains and suggest, sometimes overtly, at other times more subtly, that political opponents are less than resolute in prosecuting the war on terror. The book also outlines a series of races in which negative campaigning has backfired, because the charges were not credible or the candidate on the attack did not understand the political sentiments of the local electorate they were trying to persuade. The effect of newer technologies on negative campaigning is also examined, including blogs and Web video, in addition to tried and true methods like direct mail.

The Positive Case for Negative Campaigning Kyle Mattes, David P. Redlawsk. 2015-02-06 Turn on the television or sign in to social media during election season and chances are you'll see plenty of negative campaigning. For decades, conventional wisdom has held that Americans hate negativity in political advertising, and some have even argued that its pervasiveness in recent seasons has helped to drive down voter turnout. Arguing against this commonly held view, Kyle Mattes and David P. Redlawsk show not only that some negativity is accepted by voters as part of the political process, but that negative advertising is necessary to convey valuable information that would not otherwise be revealed. The most comprehensive treatment of negative campaigning to date, *The Positive Case for Negative Campaigning* uses models, surveys, and experiments to show that much of the seeming dislike of negative campaigning can be explained by the way survey questions have been worded. By failing to distinguish between baseless and credible attacks, surveys fail to capture differences in voters' receptivity. Voters' responses, the authors argue, vary greatly and can be better explained by the content and believability of the ads than by whether the ads are negative. Mattes and Redlawsk continue on to establish how voters make use of negative information and why it is necessary. Many voters are politically naïve and unlikely to make inferences about candidates' positions or traits, so the ability of candidates to go on the attack and focus explicitly on information that would not otherwise be available is crucial to voter education.

Uncivil Agreement Lilliana Mason. 2018-04-16 The psychology behind political partisanship: "The kind of research that will change not just how you think about the world but how you think about yourself." —Ezra Klein, Vox Political polarization in America has moved beyond disagreements about matters of policy. For the first time in decades, research has shown that members of both parties hold strongly unfavorable views of their opponents. This is polarization rooted in social identity, and it is growing. The campaign and election of Donald Trump laid bare this fact of the American electorate, its successful rhetoric of "us versus them" tapping into a powerful current of anger and resentment. With *Uncivil Agreement*, Lilliana Mason looks at the growing social gulf across racial, religious, and cultural lines, which have recently come to divide neatly between the two major political parties. She argues that group identifications have changed the way we think and feel about ourselves and our opponents. Even when Democrats and Republicans can agree on policy outcomes, they tend to view one other with distrust and to work for party victory over all else. Although the polarizing effects of social divisions have simplified our electoral choices and increased political engagement, they have not been a force that is, on balance, helpful for American democracy. Bringing together theory from political science and social psychology, *Uncivil Agreement* clearly describes this increasingly "social" type of polarization, and adds much to our understanding of contemporary politics.

Constructing Survey Data Giampietro Gobo, Sergio Mauceri. 2014-04-22 Engaging and informative, this book provides students and researchers with a pragmatic, new perspective on the process of collecting survey data. By proposing a post-positivist, interviewee-centred approach, it improves the quality and impact of survey data by emphasising the interaction between interviewer and interviewee. Extending the conventional methodology with contributions from linguistics, anthropology, cognitive studies and ethnomethodology, Gobo and Mauceri analyse the answering process in structured interviews built around questionnaires. The following key areas are explored in detail: An historical overview of survey research The process of preparing the survey and designing data collection The methods of detecting bias and improving data quality The strategies for combining quantitative and qualitative approaches The survey within global and local contexts Incorporating the work of experts in interpersonal and intercultural relations, this book offers readers an intriguing critical perspective on survey research. Giampietro Gobo, Ph.D., is Professor of Methodology of Social Research and Evaluation Methods at the Department of Social and Political Studies - University of Milan. He has published over fifty articles in the areas of qualitative and quantitative methods. His books include *Doing Ethnography* (Sage 2008) and *Qualitative Research Practice* (Sage 2004, co-edited with C. Seale, J.F. Gubrium and D. Silverman). He is currently engaged in projects in the area of workplace studies. Sergio Mauceri, Ph.D., is Lecturer in Methodology of Social Sciences and teaches Quantitative and Qualitative Strategies of Social Research at the Department of Communication and Social Research - University of Rome 'La Sapienza'. He has published several books and articles on data quality in survey research, mixed strategies, ethnic prejudice, multicultural cohabitation, delay in the transition to adulthood, worker well-being in call centres and homophobia.

Algorithms of Oppression Safiya Umoja Noble. 2018-02-20 Acknowledgments -- Introduction: the power of algorithms -- A society, searching -- Searching for Black girls -- Searching for people and communities -- Searching for protections from search engines -- The future of knowledge in the public -- The future of information culture -- Conclusion: algorithms of oppression -- Epilogue -- Notes -- Bibliography -- Index -- About the author

Going Negative Stephen Ansolabehere, Shanto Iyengar. 1995 The authors use both laboratory experiments and case studies to show how negative advertising drives down voter turnout.

Letter from the Birmingham Jail Jr. Martin Luther King. 2017-07-02 In *Letter from Birmingham Jail*, Martin Luther King Jr. explains why blacks can no longer be victims of inequality.

Why Startups Fail Tom Eisenmann. 2021-03-30 If you want your startup to succeed, you need to understand why startups fail. "Whether you're a first-time founder or looking to bring innovation into a corporate environment, *Why Startups Fail* is essential reading."—Eric Ries, founder and CEO, LTSE, and New York Times bestselling author of *The Lean Startup* and *The Startup Way* Why do startups fail? That question caught Harvard Business School professor Tom Eisenmann by surprise when he realized he couldn't answer it. So he launched a multiyear research project to find out. In *Why Startups Fail*, Eisenmann reveals his findings: six distinct patterns that account for the vast majority of startup failures. • Bad Bedfellows. Startup success is thought to rest largely on the founder's talents and instincts. But the wrong team, investors, or partners can sink a venture just as quickly. • False Starts. In following the oft-cited advice to "fail fast" and to "launch before you're ready," founders risk wasting time and capital on the wrong solutions. • False Promises. Success with early adopters can be misleading and give founders unwarranted confidence to expand. • Speed Traps. Despite the pressure to "get big fast," hypergrowth can spell disaster for even the most promising ventures. • Help Wanted. Rapidly scaling startups need lots of capital and talent, but they can make mistakes that leave them suddenly in short supply of both. • Cascading Miracles. Silicon Valley exhorts entrepreneurs to dream big. But the bigger the vision, the more things that can go wrong. Drawing on fascinating stories of ventures that failed to fulfill their early promise—from a home-furnishings retailer to a concierge dog-walking service, from a dating app to the inventor of a sophisticated social robot, from a fashion brand to a startup deploying a vast network of charging stations for electric vehicles—Eisenmann offers frameworks for detecting when a venture is vulnerable to these patterns, along with a wealth of strategies and tactics for avoiding them. A must-read for founders at any stage of their entrepreneurial journey, *Why Startups Fail* is not merely a guide to preventing failure but also a roadmap charting the path to startup success.

In Defense of Negativity John G. Geer. 2008-07-29 Americans tend to see negative campaign ads as just that: negative. Pundits, journalists, voters, and scholars frequently complain that such ads undermine elections and even democratic government itself. But John G. Geer here takes the opposite stance, arguing that when political candidates attack each other, raising doubts about each other's views and qualifications, voters—and the democratic process—benefit. In *In Defense of Negativity*, Geer's study of negative advertising in presidential campaigns from 1960 to 2004, asserts that the proliferating attack ads are far more likely than positive ads to focus on salient political issues, rather than politicians' personal characteristics. Accordingly, the ads enrich the democratic process, providing voters with relevant and substantial information before they head to the polls. An important and timely contribution to American political discourse, *In Defense of Negativity* concludes that if we want campaigns to grapple with relevant issues and address real problems, negative ads just might be the solution.

Going Negative Shanto Iyengar, Stephen Ansolabehere. 1997-08-01 Citing the dangers associated with negative political advertising, a detailed study identifies its link to low voter turnout and discrimination

Negative Campaigning Richard R. Lau, Gerald M. Pomper. 2004 Negative campaigning is frequently denounced, but it is not well understood. Who conducts negative campaigns? Do they work? What is their effect on 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.

New Perspectives on Negative Campaigning Alessandro Nai, Annemarie S. Walter. 2016

Mudslingers Kerwin C. Swint. 2008 Explores the 25 most negative campaigns in American history, including key mayoral races, especially nasty gubernatorial contests, divisive runs for the U.S. Senate, and presidential mudslinging.

The Art of Political Storytelling Philip Seargeant. 2020-05-14 In our post-truth world, tapping into people's emotions has proved far more effective than rational argument - and, as Philip Seargeant argues in this illuminating and entertaining book, the most powerful tool for manipulating emotions is a gripping narrative. From Trump's America to Brexit Britain, weaving a good story, featuring fearless protagonists, challenging quests against seemingly insurmountable odds, and soundbite after soundbite of memorable dialogue has been at the heart of political success. So does an understanding of the art of storytelling help explain today's successful political movements? Can it translate into a blueprint for victory at the ballot box? The Art of Political Storytelling looks at how stories are created, shared and contested, illuminating the pivotal role that persuasive storytelling plays in shaping our understanding of the political world we live in. By mastering the tools and tricks of narrative, and evaluating the language and rhetorical strategies used to craft and enact them, Seargeant explains how and why today's combination of new media, populism and partisanship makes storytelling an ever more important part of the persuasive and political process. In doing so, the book offers an original and compelling way of understanding the chaotic world of today's politics.

Political Consultants and Negative Campaigning Kerwin C. Swint. 1998 One of the most closely-watched and controversial aspects of modern political campaigning is the use of negative, attack tactics. This book examines the role played by negative campaigning through a national survey of professional political consultants. Campaign consultants have become vitally important to political candidates in recent years as strategists, fundraisers, and media specialists. The research in this book focuses on how consultants define negative campaigning, including the differences between issue attacks and character attacks, how and when criticism of the opponent should be implemented, and which media should be used to deliver attack messages. A statistical analysis of the survey data reveals insights into behavioral and professional differences among consultants with regard to party affiliation, gender, age, and level of experience.

No Holds Barred Kim Fridkin, Patrick J. Kenney. 2004 This readable and interesting book clarifies the current debate concerning the effect of negative campaigns on the attitudes and actions of the American electorate. KEY TOPICS It simultaneously explores the conditions that promote negative campaigning between candidates, examines how the tone of candidates' campaigns influences the media, and investigates how negative campaign environments--created by the candidates and the press--influence citizens' beliefs and behaviors. The book pays specific attention to recreating the amount and type of negative campaign information present during campaigns. For anyone interested in American politics--especially the voters.

Negativity in Democratic Politics Stuart N. Soroka. 2014-04-14 This book explores the political implications of the human tendency to prioritize negative information over positive information. Drawing on literatures in political science, psychology, economics, communications, biology, and physiology, this book argues that negativity biases should be evident across a wide range of political behaviors. These biases are then demonstrated through a diverse and cross-disciplinary set of analyses, for instance: in citizens' ratings of presidents and prime ministers; in aggregate-level reactions to economic news, across 17 countries; in the relationship between covers and newsmagazine sales; and in individuals' physiological reactions to network news content. The pervasiveness of negativity biases extends, this book suggests, to the functioning of political institutions - institutions that have been designed to prioritize negative information in the same way as the human brain.

Do Political Campaigns Matter? David M. Farrell, Rüdiger Schmitt-Beck. 2003-09-02 This book, in bringing together some of the leading international scholars on electoral behaviour and communication studies, provides the first ever stock-take of the state of this sub-discipline. The individual chapters present the most recent studies on campaign effects in North America, Europe and Australasia. As a whole, the book provides a cross-national assessment of the theme of political campaigns and their consequences.

Negative Political Advertising Karen S. Johnson-Cartee, Gary Copeland. 2013-12-16 This volume provides a unique synthesis of the relevant literature from academic studies in the fields of political science, marketing, advertising, speech communication, telecommunication, and public relations combined with the practical wisdom of professional consultants. Offering the reader both the theory and practical applications associated with negative political advertising, this is the first book devoted exclusively to the various forms of negative campaigning in the United States. After developing a typology of negative political spots for greater clarity in explaining and evaluating them, the book addresses effectiveness questions such as: What works? When? Why? and How?

NEW PERSPECTIVES ON NEGATIVE C Alessandro Nai, Annemarie Walter. 2016-10-14 Have you ever seen a politician fiercely attacking his opponent? Sure you have. Election campaigns without attacks on the rival candidate's performance, policy propositions and traits simply do not exist. Negative campaigning makes up a substantial part of election campaigns around the world. Though heavily covered in election news, the practice is strongly disliked by political pundits, journalists and voters. Some are even concerned that negative campaigning damages democracy itself. Negative campaigning has inspired numerous scholars in recent decades. But much of the existing research examines the phenomenon only in the United States, and scholars disagree on how the practice should be defined and measured, which has resulted in open-ended conclusions about its causes and effects. This unique volume presents for the first time work examining negative campaigning in the US, Europe and beyond. It presents systematic literature overviews and new work that touches upon three fundamental questions: What is negative campaigning and can we measure it? What causes negative campaigning? And what are its effects?

How Voters Decide Richard R. Lau, David P. Redlawsk. 2006-06-26 This book attempts to redirect the field of voting behavior research by proposing a paradigm-shifting framework for studying voter decision making. An innovative experimental methodology is presented for getting 'inside the heads' of citizens as they confront the overwhelming rush of information from modern presidential election campaigns. Four broad theoretically-defined types of decision strategies that voters employ to help decide which candidate to support are described and operationally-defined. Individual and campaign-related factors that lead voters to adopt one or another of these strategies are examined. Most importantly, this research proposes a new normative focus for the scientific study of voting behavior: we should care about not just which candidate received the most votes, but also how many citizens voted correctly - that is, in accordance with their own fully-informed preferences.

Negative Campaigning Richard R. Lau. 2009 The past two decades have seen an explosion of social science research on negative political advertising as the number of political observers complaining about its use--if not negative campaigning itself--has also grown dramatically. This article reviews the literature on negative campaigning--what candidates are most likely to attack their opponent, under what circumstances, and most importantly, to what effect. We also discuss the many serious methodological issues that make studying media effects of any kind so difficult, and make suggestions for "best practices" in conducting media research. Contrary to popular belief, there is little scientific evidence that attacking one's opponent is a particularly effective campaign technique, or that it has deleterious effects on our system of government. We conclude with a discussion of whether negative political advertising is bad for democracy.

The Vanishing Voter Thomas E. Patterson. 2009-09-09 From the award-winning author of *Out of Order*—named the best political science book of the last decade by the American Political Science Association—comes this

landmark book about why Americans don't vote. Based on more than 80,000 interviews, *The Vanishing Voter* investigates why—despite a better educated citizenry, the end of racial barriers to voting, and simplified voter registration procedures—the percentage of voters has steadily decreased to the point that the United States now has nearly the lowest voting rate in the world. Patterson cites the blurring of differences between the political parties, the news media's negative bias, and flaws in the election system to explain this disturbing trend while suggesting specific reforms intended to bring Americans back to the polls. Astute, far-reaching, and impeccably researched, *The Vanishing Voter* engages the very meaning of our relationship to our government.

Lowering the Voting Age to 16 Jan Eichhorn, Johannes Bergh. 2019-11-27 This book explores the consequences of lowering the voting age to 16 from a global perspective, bringing together empirical research from countries where at least some 16-year-olds are able to vote. With the aim to show what really happens when younger people can take part in elections, the authors engage with the key debates on earlier enfranchisement and examine the lead-up to and impact of changes to the voting age in countries across the globe. The book provides the most comprehensive synthesis on this topic, including detailed case studies and broad comparative analyses. It summarizes what can be said about youth political participation and attitudes, and highlights where further research is needed. The findings will be of great interest to researchers working in youth political socialization and engagement, as well as to policymakers, youth workers and activists.

Taking Aim at Attack Advertising Kim Fridkin, Patrick Kenney. 2019-04-03 Negative campaigning is a central component of politics in the United States. Yet, until now, demonstrating the impact of combative advertising on voters has been elusive. How can we reconcile the findings of a plethora of studies with the methods of politicians? This book cuts through to the central issue: how negative advertising influences voters' attitudes and actions. Focusing on U.S. senatorial campaigns, Kim Fridkin and Patrick Kenney draw from surveys, experiments, facial expression analysis, content analyses, and focus groups. They develop the tolerance and tactics theory of negativity that marries citizens' tolerance for negativity with campaign messages varying in their civility and relevance and demonstrate how citizens' beliefs and behaviors are affected. Using this original framework, they find harsh and relevant messages influence voters' decisions, especially for people with less tolerance for negativity. And, irrelevant and uncivil advertisements demobilize voters, with low tolerance individuals affected most sharply.

On War Carl von Clausewitz. 1908

The Psychology of Micro-Targeted Election Campaigns Jens Koed Madsen. 2019-09-26 This book examines the psychology behind micro-targeted tactics used in election campaigning and the advent of increasingly sophisticated dynamic Agent-Based Models (ABMs). It discusses individual profiling, how data and modelling are deployed to enhance the effectiveness of persuasion and mobilization efforts in campaigns, and the potential limitations of these approaches. Madsen particularly explores how psychological insight and personal data are used to generate individualised models of voters and how these in turn are applied to optimise persuasion strategies tailored to a specific person. Finally, the book considers the broader democratic dilemmas raised by the introduction of these tactics into politics and the critical civic importance of understanding how these campaigns function. This timely work offers fresh insights for students and scholars of political psychology, philosophy, political marketing, media, and communications.

Crowded Airwaves James A. Thurber, Candice J. Nelson, David A. Dulio. 2001-09-19 Political advertising plays a key role in modern electioneering and has formed part of political campaigns since the earliest federal elections were held in the United States. As modes of mass communication have evolved, so have the venues for campaign advertising—from newspapers to radio and 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 parties, and special interest groups, understanding its role in election campaigns becomes all the more important. *Crowded Airwaves* gathers some of the most significant new work in American political advertising and communication. 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 chapters in this volume tackle three of the most interesting and most complicated issues in political advertising today: the characterization of ads and 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 focus in particular on the effects and consequences of negative advertising. *Crowded Airwaves* will appeal to readers who are interested in political campaigns and communication. It will be of special importance to those concerned with the tone and content of electoral campaigns and political discourse.

A Little Life Hanya Yanagihara. 2016-01-26 NEW YORK TIMES BESTSELLER • A stunning “portrait of the enduring grace of friendship” (NPR) about the families we are born into, and those that we make for ourselves. A masterful depiction of love in the twenty-first century. NATIONAL BOOK AWARD FINALIST • MAN BOOKER PRIZE FINALIST • WINNER OF THE KIRKUS PRIZE *A Little Life* follows four college classmates—broke, adrift, and buoyed only by their friendship and ambition—as they move to New York in search of fame and fortune. While their relationships, which are tinged by addiction, success, and pride, deepen over the decades, the men are held together by their devotion to the brilliant, enigmatic Jude, a man scarred by an unspeakable childhood trauma. A hymn to brotherly bonds and a masterful depiction of love in the twenty-first century, Hanya Yanagihara's stunning novel is about the families we are born into, and those that we make for ourselves. Look for Hanya Yanagihara's latest bestselling novel, *To Paradise*.

The Positive Power Of Negative Thinking Julie Norem. 2008-08-05 How often are we urged to look on the bright side? From Norman Vincent Peale to the ubiquitous smiley face, optimism has become an essential part of American society. In this long-overdue book, psychologist Julie Norem offers convincing evidence that, for many people, positive thinking is an ineffective strategy -- and often an obstacle -- for successfully coping with the anxieties and pressures of modern life. Drawing on her own research and many vivid case histories, Norem provides evidence of the powerful benefits of defensive pessimism, which has helped millions to manage anxiety and perform their best work.

Campaigning for Hearts and Minds Ted Brader. 2020-07-08 It is common knowledge that televised political ads are meant to appeal to voters' emotions, yet little is known about how or if these tactics actually work. Ted Brader's innovative book is the first scientific study to examine the effects that these emotional appeals in political advertising have on voter decision-making. At the heart of this book are ingenious experiments, conducted by Brader during an election, with truly eye-opening results that upset conventional wisdom. They show, for example, that simply changing the music or imagery of ads while retaining the same text provokes completely different responses. He reveals that politically informed citizens are more easily manipulated by emotional appeals than less-involved citizens and that positive enthusiasm ads are in fact more polarizing than negative fear ads. Black-and-white video images are ten times more likely to signal an appeal to fear or anger than one of enthusiasm or pride, and the emotional appeal triumphs over the logical appeal in nearly three-quarters of all political ads. Brader backs up these surprising findings with an unprecedented survey of emotional appeals in contemporary political campaigns. Politicians do set out to campaign for the hearts and minds of voters, and, for better or for worse, it is primarily through hearts that minds are won. *Campaigning for Hearts and Minds* will be indispensable for anyone wishing to understand how American politics is influenced by advertising today.

Running For Local Office For Dummies Dan Gookin. 2019-08-20 Get ready to run for—and win—that local election! In the land of opportunity, just about anyone who qualifies as an elector can seek public office. Some do it on a whim, some are urged to run, and some want to use their time and talents to make a difference in their local community. If you want to know how to prepare for a run, which steps to take beforehand, and how the process goes from announcement to campaigning to election day to the swearing-in ceremony—this book has you covered. Find out what it's like to run for local office as a first-time candidate Explore the introspection required and the study necessary to make such a run effective Deal with marketing, fundraising, interacting with the public, and dealing with opponents Encourage and help others to make a run for local office Though only one person ultimately wins a seat, nobody does it without a wide network of support. *Running For Local Office For Dummies* is your ticket to navigating every step on the road to winning that election.

Unveiling the Magic of Words: A Report on "**The Positive Case For Negative Campaigning**"

In a world defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their ability to kindle emotions, provoke contemplation, and ignite transformative change is really awe-inspiring. Enter the realm of "**The Positive Case For Negative Campaigning**," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve in to the book is central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

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