
Read Book Campaigns Senate Us Of Spectacle The

When somebody should go to the book stores, search launch by shop, shelf by shelf, it is truly problematic. This is why we present the book compilations in this website. It will definitely ease you to see guide **Campaigns Senate Us Of Spectacle The** as you such as.

By searching the title, publisher, or authors of guide you essentially want, you can discover them rapidly. In the house, workplace, or perhaps in your method can be all best place within net connections. If you strive for to download and install the Campaigns Senate Us Of Spectacle The, it is no question simple then, previously currently we extend the join to buy and create bargains to download and install Campaigns Senate Us Of Spectacle The therefore simple!

KEY=THE - TREVON LARSON

THE SPECTACLE OF U.S. SENATE CAMPAIGNS

Princeton University Press This book offers a bold, comprehensive look at how campaigns actually work, from the framing of issues to media coverage to voters' decisions. In so doing, it challenges the common wisdom that campaigns are a noisy, symbolic aspect of electoral politics, in which the outcomes are determined mainly by economic variables or presidential popularity. Campaigns, the authors argue, do matter in the political process. Examining contested U.S. Senate races between 1988 and 1992, Kim Kahn and Patrick Kenney explore the details of the candidates' strategies and messages, the content, tone, and bias of the media coverage, and the attitudes and behaviors of potential voters. Kahn and Kenney discover that when the competition between candidates is strong, political issues become clearly defined, and the voting population responds. Through a mix of survey data, content analysis, and interviews, the authors demonstrate how competition influences serious political debates in elections. Candidates take stands and compare themselves to their opponents. The news media offer more coverage of the races, presenting evaluations of the candidates' positions, critiques of their political careers, and analyses of their campaign ads. In response, the voters pay closer attention to the rhetoric of the candidates as they learn more about central campaign themes, often adjusting their own voting criteria. The book concentrates on Senate races because of the variance in campaign strategy and spending, media coverage, and voter reactions, but many of the findings apply to elections at all levels.

THE SPECTACLE OF U.S. SENATE CAMPAIGNS

Princeton University Press This book offers a bold, comprehensive look at how campaigns actually work, from the framing of issues to media coverage to voters' decisions. In so doing, it challenges the common wisdom that campaigns are a noisy, symbolic aspect of electoral politics, in which the outcomes are determined mainly by economic variables or presidential popularity. Campaigns, the authors argue, do matter in the political process. Examining contested U.S. Senate races between 1988 and 1992, Kim Kahn and Patrick Kenney explore the details of the candidates' strategies and messages, the content, tone, and bias of the media coverage, and the attitudes and behaviors of potential voters. Kahn and Kenney discover that when the competition between candidates is strong, political issues become clearly defined, and the voting population responds. Through a mix of survey data, content analysis, and interviews, the authors demonstrate how competition influences serious political debates in elections. Candidates take stands and compare themselves to their opponents. The news media offer more coverage of the races, presenting evaluations of the candidates' positions, critiques of their political careers, and analyses of their campaign ads. In response, the voters pay closer attention to the rhetoric of the candidates as they learn more about central campaign themes, often adjusting their own voting criteria. The book concentrates on Senate races because of the variance in campaign strategy and spending, media coverage, and voter reactions, but many of the findings apply to elections at all levels.

PURSUING MAJORITIES

CONGRESSIONAL CAMPAIGN COMMITTEES IN AMERICAN POLITICS

Pursuing Majorities is the first book-length examination of the four congressional campaign committees (CCCs) in the U.S. House and Senate. Tracing the history of CCCs from their inception in the 1860s to the present day, Robin Kolodny provides a comprehensive analysis of their evolution and current role in the political process. Elected by representatives or senators, CCCs are charged with helping the parties they represent attain or maintain majority status. Because congressional studies traditionally focus on postelectoral activity, the importance of CCCs has been largely overlooked. Basing her argument on extensive archival research, Kolodny demonstrates that majority status is a fundamental precondition for congressional activity and that CCCs have played an integral role in the electoral strategies of both the Democratic and Republican parties in the House and Senate. Kolodny also describes variations in CCC activities, which depend on such factors as whether the party is in the majority, the presence or absence of a presidential election, the dominant campaign techniques of the time, and the agendas and abilities of individual CCC chairs. Finally, she links CCC leadership to leadership in Congress by showing that congressional members who chair CCCs often end up in party leadership positions.

WINNING ELECTIONS

A HANDBOOK IN PARTICIPATORY POLITICS

CAMPAIGNS, CONGRESS, AND COURTS

THE MAKING OF FEDERAL CAMPAIGN FINANCE LAW

Praeger Pub Text Campaigns, Congress, and Courts presents a political history of the passage, judicial interpretation, and administration of federal campaign finance law from 1907 to the present. The volume focuses on the post-Watergate years and analyzes the ideological and partisan conflicts which shape congressional and public debate over how, or whether, to regulate political money. The book opens with an account of the first law, then moves to the Watergate period while explaining the background of the 1970's reforms. Subsequent chapters examine the origin and passage of legislation through case studies, focusing on congressional debates and roll call votes; analyze the arguments of reformers and their opponents in court battles over these laws; demonstrate how the press and public opinion effect the legislative climate; assess the creation of the Federal Election Commission, its quasi-judicial role, and the political cross pressures to which it is subject; and explain the rise of labor and business PACs.

THE REASONING VOTER

COMMUNICATION AND PERSUASION IN PRESIDENTIAL CAMPAIGNS

University of Chicago Press The Reasoning Voter is an insider's look at campaigns, candidates, media, and voters that convincingly argues that voters make informed logical choices. Samuel L. Popkin analyzes three primary campaigns—Carter in 1976; Bush and Reagan in 1980; and Hart, Mondale, and Jackson in 1984—to arrive at a new model of the way voters sort through commercials and sound bites to choose a candidate. Drawing on insights from economics and cognitive psychology, he convincingly demonstrates that, as trivial as campaigns often appear, they provide voters with a surprising amount of information on a candidate's views and skills. For all their shortcomings, campaigns do matter. "Professor Popkin has brought V.O. Key's contention that voters are rational into the media age. This book is a useful rebuttal to the cynical view that politics is a wholly contrived business, in which unscrupulous operatives manipulate the emotions of distrustful but gullible citizens. The reality, he shows, is both more complex and more hopeful than that."—David S. Broder, The Washington Post

ENCYCLOPEDIA OF U.S. CAMPAIGNS, ELECTIONS, AND ELECTORAL BEHAVIOR

SAGE Publications "Overall, a first-rate resource, and yes, pleasantly readable." —School Library Journal The Encyclopedia of U.S. Campaigns, Elections, and Electoral Behavior covers virtually everything one would want to know about American political campaigns. With more than 450 entries, these two comprehensive volumes present a significant array topics of campaigns, elections, and electoral behavior. The encyclopedia's diverse content shows that although the subject matter of campaigns, elections, and electoral behavior is inherently related, each topic has a distinct focus. Key Features

Presents topics in a straightforward, easy-to-understand manner, intentionally avoiding unnecessary technical language Includes entries written by electoral behavior scholars from around the country Focuses on American campaigns, elections, and electoral behavior but also provides a culturally and politically diverse perspective of American democratic practices and institutions Offers a rich campaign history by looking at many colorful candidates, corrupt yet intriguing political machines, rapidly changing technologies, campaign organizations, and strategies Provides a description and scholarly analysis for all presidential elections, including state and general elections Presents and simplifies complicated election laws that govern federal, state, and local elections Examines various efforts throughout the decades to reform elections, especially from social upheaval and the resulting political realignments Includes extensive electoral research into the development of political opinions, attitudes, and ideologies in American voters Key Themes Ballot Issue Campaigns Campaigns, Elections and the Law Corruption in American Campaigns and Elections Electoral Behavior of Various Groups Local Campaigns and Elections Media's Role in American Campaigns and Elections People Political Parties, Interest Groups, and American Campaigns and Elections Political Theory and Democratic Elections in America Polls, Public Opinion, and Campaigns and Elections Presidential Campaigns and Elections Reforming American Campaigns and Elections Running Political Campaigns: Management, Organization, and Strategies Social and Psychological Dynamics of Electoral Behavior State and Congressional Campaigns and Elections: History and State Profiles The Encyclopedia of U.S. Campaigns, Elections, and Electoral Behavior is an especially useful reference, published to coincide with the 2008 presidential election. This informative yet intriguing resource is a welcome addition to any academic or public library.

THE POLITICS OF REPRESENTATION

ELECTION CAMPAIGNING AND PROPORTIONAL REPRESENTATION

Peter Lang As societies have become ever more complex, coupled with the increased power of the media, electoral campaigns have become a key focus of political communication research. In this important new book, an international team of experts critically examines issues of democratic representation in three culturally diverse nations whose governments are elected under systems of proportional representation - New Zealand, Germany, and Italy. The authors examine the power plays at work in the development and implementation of proportional representation in their respective countries and they consider the ways in which the electoral system has impacted election campaign strategies. The final chapter by Douglas Kellner (George F. Kellner Philosophy of Education Chair, Social Sciences and Comparative Education, UCLA) relates the issue to contemporary politics in the United States by using the 2000 U.S. presidential election to investigate the ways in which democracy is served, and disserved, by the electoral system.

STRANGERS IN THE SENATE

POLITICS AND THE NEW REVOLUTION OF WOMEN IN AMERICA

National PressBooks The senator from California discusses the impact of women legislators

ROLL CALL

ONE YEAR IN THE UNITED STATES SENATE

PRAEGER HANDBOOK OF POLITICAL CAMPAIGNING IN THE UNITED STATES [2 VOLUMES]

ABC-CLIO This work peels back the curtain on how political campaigns influence America, covering everything from social media to getting to the Oval Office. • Covers a wide variety of topics related to American political campaigns • Investigates political campaigns and theories of campaigning from multiple perspectives • Discusses strategic use of messaging language and message forms, including debates, television ads, and social media • Features case studies to facilitate understanding • Includes maps, tables, and figures to illustrate key points

ROUTLEDGE HANDBOOK OF POLITICAL MANAGEMENT

Routledge The Routledge Handbook of Political Management is 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. While most chapters focus on American politics and campaigns, there are also contributions on election campaigns in Europe, the Middle East, Russia, Australia, East Asia, and Latin America. In addition to a thorough treatment of campaign and elections, the authors discuss modern techniques, problems, and issues of advocacy, lobbying, and political persuasion, with a special emphasis throughout the volume on technology, the Internet, and online communications as political tools. Grounded in the disciplines of political science, political communications, and political marketing, the Routledge Handbook of Political Management explores the linkages between applied politics and social science theory. Leading American and international scholars and practitioners provide an exhaustive and up-to-date treatment of the state of this emerging field. This publication is a major resource for advanced undergraduates, graduate students, and scholars of campaigns, elections, advocacy, and applied politics, as well as for political management professionals.

CASES IN CONGRESSIONAL CAMPAIGNS

SPLIT DECISION

Routledge This carefully chosen sample of 2018 congressional campaigns provides readers with an account of the campaign battles that took place across the nation for control of the U.S. House of Representatives and U.S. Senate. Although Democrats seemed to be poised for a big blue wave of victory following Donald Trump's divisive yet historic 2016 election, the midterms yielded instead a split decision. Looking at issues including Brett Kavanaugh's confirmation to the U.S. Supreme Court, health care, and the economy, as well as the impact of President Trump, this book traces the dynamics that were at work in the 2018 midterm elections. The editors open with an explanation of the trends in this election cycle, followed by eight in-depth case studies of U.S. House and U.S. Senate toss-up races involving seats held by endangered Republican incumbents. The book shows how 2018 fits into the context of prior midterm election cycles and what these competitive states and districts may mean for 2020. Aimed at a wide variety of college courses and general interest readers, this book tells the story of the 2018 midterms in fascinating detail.

COMMUNICATION CONSULTANTS IN POLITICAL CAMPAIGNS

BALLOT BOX WARRIORS

Greenwood A comprehensive look at the history and current practice of political communication consulting.

POLITICAL CONSULTANTS AND CAMPAIGNS

ONE DAY TO SELL

A unique empirical and theoretical analysis of political consultants and how they achieve electoral success for their candidates

CAPTURING CAMPAIGN EFFECTS

University of Michigan Press Capturing Campaign Effects is the definitive study to date of the influence of campaigns on political culture. Comprising a broad exploration of campaign factors (debates, news coverage, advertising, and polls) and their effects (priming, learning, and persuasion), as well as an impressive survey of techniques for the collection and analysis of campaign data, Capturing Campaign Effects examines different kinds of campaigns in the U.S. and abroad and presents strong evidence for significant campaign effects. "Capturing Campaign Effects is an accessible and penetrating account of modern scholarship on electoral politics. It draws critical insights from a range of innovative analyses." --Arthur Lupia, University of Michigan "What a wonderful way to usher in the new era of election studies! This book spotlights fascinating paradoxes in the literature of voting behavior,

highlights many promising approaches to resolving those paradoxes, and shows how these strategies can yield important findings with terrific payoffs for our understanding of contemporary democracy. Fasten your seatbelts, folks: scholarship on elections is about to speed up thanks to this collection of great essays." --Jon Krosnick, Stanford University "The past decade has seen a renewed interest in understanding campaign effects. How and when do voters learn? Does the election campaign even matter at all? Capturing Campaign Effects draws on leading political scientists to address these matters. The result is a collection that will become the major reference for the study of campaigns. The lesson that emerges is that campaigns do affect voter decision making, usually for the better." --Robert S. Erikson, Columbia University Henry E. Brady is Class of 1941 Monroe Deutsch Professor of Political Science and Public Policy, and Director of the Survey Research Center at the University of California, Berkeley. Richard Johnston is Professor and Head of Political Science and Distinguished University Scholar at the University of British Columbia.

THE INTERNET AND THE 2016 PRESIDENTIAL CAMPAIGN

Lexington Books The Internet and the 2016 Presidential Campaign comprehensively examines how candidates, campaigns, and others used social media and the Internet throughout the 2016 election./span

WOMEN AND ELECTIVE OFFICE

PAST, PRESENT, AND FUTURE

Oxford University Press, USA The first and second editions of Women and Elective Office: Past, Present and Future offered the latest research on women as candidates and officeholders at those moments in time. Focusing on candidates, officeholders, and context, each edition offered a comprehensive look at where women stood, what brought them to those points, and what their prospects were during the 21st century. Each edition also sought to illuminate the diversity of women officeholders' experiences and circumstances with up-to-the-minute research. The Third edition retains the successful elements of the first two editions, and expands the offerings to include the latest political events and the latest research, such as: * Chapters on Hillary Rodham Clinton's run for the presidency* A chapter on women governors* A chapter on local candidates and officeholders* Chapters on the diversity of women including women of color, lesbian candidates and officeholders, and conservative women candidates and officeholders* A chapter on women's political ambition* A chapter on the women in judicial seats

CAMPAIGNING TO THE NEW AMERICAN ELECTORATE

ADVERTISING TO LATINO VOTERS

Stanford University Press Presuming that a strong relationship exists between one's identity and political behavior, American politicians have long targeted immigrant and ethnic communities based on their shared ethnic or racial identity. But to what extent do political campaign messages impact voters' actual decisions and behaviors? This new book is one of the first to examine and compare the campaign efforts used to target Latinos with those directed at the rest of the electorate. Specifically, it focuses on televised Spanish and English-language advertising developed for the 2000 and 2004 presidential elections, as well as for dozens of congressional and statewide contests from 2000–2004. Author Marisa Abrajano's research reveals exposure to these televised political ads indeed impacts whether Latinos turn out to vote and, if so, for whom they vote. But the effect of these advertising messages is not uniform across the Latino electorate. Abrajano explores the particular factors that affect Latinos' receptivity to political ads and offers key findings for those interested in understanding how to mobilize this critical swing group in American politics.

THE SAGE HANDBOOK OF POLITICAL COMMUNICATION

SAGE This authoritative and comprehensive survey of political communication draws together a team of the world's leading scholars to provide a state-of-the-art review that sets the agenda for future study. It is divided into five sections: Part One: explores the macro-level influences on political communication such as the media industry, new media, technology, and political systems Part Two: takes a grassroots perspective of the influences of social networks - real and online - on political communication Part Three: discusses methodological advances in political communication research Part Four: focuses on power and how it is conceptualized in political communication Part Five: provides an international, regional, and comparative understanding of political communication in its various contexts The SAGE Handbook of Political Communication is an essential benchmark publication for advanced students, researchers and practitioners in the fields of politics, media and communication, sociology and research methods.

THE OXFORD HANDBOOK OF THE AMERICAN CONGRESS

Oxford University Press No legislature in the world has a greater influence over its nation's public affairs than the US Congress. The Congress's centrality in the US system of government has placed research on Congress at the heart of scholarship on American politics. Generations of American government scholars working in a wide range of methodological traditions have focused their analysis on understanding Congress, both as a lawmaking and a representative institution. The purpose of this volume is to take stock of this impressive and diverse literature, identifying areas of accomplishment and promising directions for future work. The editors have commissioned 37 chapters by leading scholars in the field, each chapter critically engages the scholarship focusing on a particular aspect of congressional politics, including the institution's responsiveness to the American public, its procedures and capacities for policymaking, its internal procedures and development, relationships between the branches of government, and the scholarly methodologies for approaching these topics. The Handbook also includes chapters addressing timely questions, including partisan polarization, congressional war powers, and the supermajoritarian procedures of the contemporary Senate. Beyond simply bringing readers up to speed on the current state of research, the volume offers critical assessments of how each literature has progressed - or failed to progress - in recent decades. The chapters identify the major questions posed by each line of research and assess the degree to which the answers developed in the literature are persuasive. The goal is not simply to tell us where we have been as a field, but to set an agenda for research on Congress for the next decade. The Oxford Handbooks of American Politics are a set of reference books offering authoritative and engaging critical overviews of the state of scholarship on American politics. Each volume focuses on a particular aspect of the field. The project is under the General Editorship of George C. Edwards III, and distinguished specialists in their respective fields edit each volume. The Handbooks aim not just to report on the discipline, but also to shape it as scholars critically assess the scholarship on a topic and propose directions in which it needs to move. The series is an indispensable reference for anyone working in American politics. General Editor for The Oxford Handbooks of American Politics: George C. Edwards III

PAYING FOR PRESIDENTS

PUBLIC FINANCING IN NATIONAL ELECTIONS

Brookings Inst Press In this volume, Anthony Corrado analyzes alternatives for legislative action to ensure public financing for the 1996 campaign.

NEW DIRECTIONS IN AMERICAN POLITICS

Routledge New Directions in American Politics introduces students not just to how the American political system works but also to how political science works. La Raja brings together top scholars to write original essays across the standard curriculum of American government and politics, capturing emerging research in the discipline in a way that is accessible for undergraduates. Each chapter combines substantive knowledge with the kind of skill-building and analytical inquiry that is being touted in higher education everywhere. Contributors to New Directions highlight why the questions they seek to answer are critical for understanding American politics, and situate them in the broader context of controversies in research. The teaching of American politics follows a well-worn path. Textbooks for introductory courses hew to a traditional set of chapters that describe the Founding, American institutions, the ways citizens participate in politics, and sometimes public policy. The material rarely engages students in the kind of questions that animate scholarship on politics. One hurdle for instructors is finding material that reflects quality scholarship—and thus teaches students about why, not just what—and yet is accessible for undergraduates. Articles in scholarly journals are typically unsuited for undergraduate courses, particularly introductory courses. What is needed is a book that conveys exciting trends in scholarship across vital topics in American politics and illustrates analytical thinking. New Directions in American Politics is that book and will be an ideal companion to standard textbooks that focus mostly on nuts and bolts of politics. The book features: Contributions from a top-notch cast of active scholars and a highly regarded editor A focus on analytical thinking that addresses questions of causality Full coverage of the American politics curriculum Short interviews with each contributor on a companion website to help the research come alive and prompt critical thinking questions for students Work that draws on the highest quality research in political science but is written specifically for first year undergraduate students. There is simply no book like this available to the growing number of faculty who want their introductory American politics course to be a reflection of the political science discipline and not just the nuts and bolt facts of the American political system.

CONGRESSIONAL ELECTIONS

CAMPAIGNING AT HOME AND IN WASHINGTON

CQ Press Paul Herrnson's popular book argues that successful candidates run two campaigns: one for votes, the other for resources. Using campaign finance data, original survey research, and hundreds of interviews with candidates and political insiders, Congressional Elections looks at how this dual strategy affects who wins and, ultimately, the entire electoral system. The Eighth Edition, now with noted scholar Costas Panagopoulos joining as co-author, considers the full impact of recent trends in social media, campaign finance, the role of outside groups, and new voting processes on candidate, party, and voter mobilization tactics.

THE POLITICS OF CONGRESSIONAL ELECTIONS

Rowman & Littlefield Gary Jacobson's classic text provides students with a comprehensive introduction to congressional elections and the electoral process. Based on the latest data from the National Election Study, the Cooperative Congressional Elections Study, and the Federal Election Commission, the Ninth Edition has been brought completely up to date, including coverage and analysis of the 2012 and 2014 elections. New coauthor, Professor Jamie L. Carson of the University of Georgia, brings to bear new insights into the changing roles of voters, Congress, political parties, and the media. Pairing historical data analysis and original research with fundamental concepts of representation and responsibility, The Politics of Congressional Elections presents students with the tools to evaluate representative government, as well as their own role in the electoral process.

LATINAS IN AMERICAN POLITICS

CHANGING AND EMBRACING POLITICAL TRADITION

Lexington Books This volume examines when and how Latinas run for political office at the national and state level. Contributors further this analysis by examining the ways Latinas are covered in the news, how they are compared to other political candidates, and how they act once in the legislature.

SENATORS ON THE CAMPAIGN TRAIL

THE POLITICS OF REPRESENTATION

University of Oklahoma Press This is a book about the politics of representative democracy, written from the perspective of the politicians who make it work. Typically, political scientists study campaigns from the perspective of the voter and for the purpose of explaining election outcomes. But campaigns also need to be studied from the perspective of the candidate, for the purpose of understanding representation. Richard F. Fenno, Jr., traveled with ten U.S. senators as they campaigned in their home states-using what he calls the "drop in/drop out, tag along/hang around" method of research-to present a developmental picture of their activities. His focus here is on three such activities—pursuing a career, campaigning for office, and building constituency connections. Taken together, the three constitute the political underpinnings of representative democracy. Fenno describes the achievement, the testing, and the maintenance of representational relationships. He examines challengers and incumbents, winners and losers, and motivations, strategies, and behaviors; and he reports on differences, similarities, and patterns among them. In studying the candidates' varied careers, campaigns, and connections in stages and sequences and in depth—and in allowing us to hear them reflect on these experiences—Fenno has been able to offer rare insights into campaigns and elections, insights very different from conventional ones that concentrate on the behavior of voters. In its focus on the process of representative democracy, Senators on the Campaign Trail offers a rich, rounded, developmental view of some high-level individuals who work at the business of representation. For scholars, the book suggests some qualitative confirmation and added stimulation in forging generalizations about politicians. For citizens, the book argues for replacing the conventional blanket condemnation of our politicians, so prevalent today, with more discriminating judgments about what they do, and why and to what purpose they do it.

CANDIDATE-CENTERED CAMPAIGNS

POLITICAL MESSAGES, WINNING PERSONALITIES, AND PERSONAL APPEALS

Springer The book discussed how contemporary political campaigns are increasingly sensitive to candidate-centered appeals, analyzing the strengths and weaknesses of their own candidate to determine how their personalities, backgrounds, and likability and background fit into a campaign narrative, theme, and issue agenda.

HANNIBAL'S CAMPAIGNS

THE STORY OF ONE OF THE GREATEST MILITARY COMMANDERS OF ALL TIME

Patrick Stephens

SUPER PACS

Greenhaven Publishing LLC The passage of Citizens United by the Supreme Court in 2010 sparked a renewed debate about campaign spending by large political action committees, or Super PACs. Its ruling said that it is okay for corporations and labor unions to spend as much as they want in advertising and other methods to convince people to vote for or against a candidate. This book provides a wide range of opinions on the issue. Includes primary and secondary sources from a variety of perspectives; eyewitnesses, scientific journals, government officials, and many others.

WOMEN ON THE RUN

GENDER, MEDIA, AND POLITICAL CAMPAIGNS IN A POLARIZED ERA

Cambridge University Press Claims of bias against female candidates abound in American politics. From superficial media coverage to gender stereotypes held by voters, the conventional wisdom is that women routinely encounter a formidable series of obstacles that complicate their path to elective office. Women on the Run challenges that prevailing view and argues that the declining novelty of women in politics, coupled with the polarization of the Republican and Democratic parties, has left little space for the sex of a candidate to influence modern campaigns. The book includes in-depth analyses of the 2010 and 2014 congressional elections, which reveal that male and female House candidates communicate similar messages on the campaign trail, receive similar coverage in the local press, and garner similar evaluations from voters in their districts. When they run for office, male and female candidates not only perform equally well on Election Day - they also face a very similar electoral landscape.

COMMUNICATION IN POLITICAL CAMPAIGNS

Peter Lang 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.

THE AMERICAN CONGRESS

Cambridge University Press The American Congress provides the most current treatment of congressional politics available in an undergraduate text. Informed by the authors' Capitol Hill experience and scholarship, this book presents a crisp introduction to major features of Congress: parties and committee systems, leadership, voting and floor activity. This text contains discussions of the importance of presidents, courts and interest groups in congressional policy making. Recent developments are also discussed within the context of congressional political history. The seventh edition includes complete coverage of the first Congress of the Obama presidency, the 2010 midterm elections, healthcare reform and an early perspective on the 112th Congress with a Republican majority.

PRESIDENTIAL CAMPAIGN EXPENSES

HEARING[S] BEFORE A SUBCOMMITTEE OF THE COMMITTEE ON PRIVILEGES AND ELECTIONS, UNITED STATES SENATE, SIXTY-SIXTH CONGRESS, SECOND SESSION, PURSUANT TO S. RES. 357, A RESOLUTION DIRECTING THE COMMITTEE ON PRIVILEGES AND ELECTIONS TO INVESTIGATE THE CAMPAIGN EXPENSES OF VARIOUS PRESIDENTIAL CANDIDATES IN ALL POLITICAL PARTIES....

THE OXFORD HANDBOOK OF AMERICAN ELECTIONS AND POLITICAL BEHAVIOR

Oxford University Press The Oxford Handbook of American Elections and Political Behavior offers comprehensive coverage of the various theoretical approaches to the study of American elections and political behavior. The chapters are thoughtful and creative, providing broad overviews of intellectual developments and challenges, as well as incisive commentary on the accomplishments of, and challenges facing, scholars of American politics. Substantively, the Handbook includes chapters focusing on various approaches and issues in research design, political participation, vote choice, presidential and non-presidential elections, and issues, interests and elites as influences on individuals' political behaviour. Each of the chapters offers a working research bibliography, as well as retrospective evaluations of research and discussions of fruitful paths for future research. The Oxford Handbooks of American Politics are a set of reference books offering authoritative and engaging critical overviews of the state of scholarship on American politics. Each volume focuses on a particular aspect of the field. The project is under the General Editorship of George C. Edwards III, and distinguished specialists in their respective fields edit each volume. The Handbooks aim not just to report on the discipline, but also to shape it as scholars critically assess the scholarship on a topic and propose directions in which it needs to move. The series is an indispensable reference for anyone working in American politics. General Editor for The Oxford Handbooks of American Politics: George C. Edwards III

DEMOCRACY AT RISK

HOW POLITICAL CHOICES UNDERMINE CITIZEN PARTICIPATION, AND WHAT WE CAN DO ABOUT IT

Brookings Institution Press Voter turnout was unusually high in the 2004 U.S. presidential election. At first glance, that level of participation—largely spurred by war in Iraq and a burgeoning culture war at home—might look like vindication of democracy. If the recent past is any indication, however, too many Americans will soon return to apathy and inactivity. Clearly, all is not well in our civic life. Citizens are participating in public affairs too infrequently, too unequally, and in too few venues to develop and sustain a robust democracy. This important new book explores the problem of America's decreasing involvement in its own affairs. Democracy at Risk reveals the dangers of civic disengagement for the future of representative democracy. The authors, all eminent scholars, undertake three main tasks: documenting recent trends in civic engagement, exploring the influence that the design of political institutions and public policies have had on those trends, and recommending steps that will increase the amount and quality of civic engagement in America. The authors focus their attention on three key areas: the electoral process, including elections and the way people get involved; the impact of location, including demographic shifts and changing development patterns; and the critical role of nonprofit organizations and voluntary associations, including the philanthropy that help keep them going. This important project, initially sponsored by the American Political Science Association, tests the proposition that social science has useful insights on the state of our democratic life. Most importantly, it charts a course for reinvigorating civic participation in the world's oldest democracy. The authors: Stephen Macedo (Princeton University), Yvette Alex-Assensoh (Indiana University), Jeffrey M. Berry (Tufts), Michael Brintnall (American Political Science Association), David E. Campbell (Notre Dame), Luis Ricardo Fraga (Stanford), Archon Fung (Harvard), William A. Galston (University of Maryland), Christopher F. Karpowitz (Princeton), Margaret Levi (University of Washington), Meira Levinson (Radcliffe Institute), Keena Lipsitz (California-Berkeley), Richard G. Niemi (University of Rochester), Robert D. Putnam (Harvard), Wendy M. Rahn (University of Minnesota), Keith Reeves (Swarthmore), Rob Reich (Stanford), Robert R. Rodgers (Princeton), Todd Swanstrom (Saint Louis University), and Katherine Cramer Walsh (University of Wisconsin).

SENATE CAMPAIGN FINANCE PROPOSALS OF 1987

HEARINGS BEFORE THE COMMITTEE ON RULES AND ADMINISTRATION, UNITED STATES SENATE, ONE HUNDREDTH CONGRESS, FIRST SESSION ON S. 2 ... S. 50 ... S. 179 ... S. 207 ... S. 615 ... S. 625 ... S. 725 ... AMENDMENT NO. 36 (TO S. 2) ... MARCH 5 AND 18, APRIL 22 AND 23, 1987

INSTITUTIONS OF AMERICAN DEMOCRACY

THE LEGISLATIVE BRANCH

Oxford University Press Contains eighteen essays in which political scientists and scholars of public policy examine the performance of the U.S. Congress as a democratic institution, covering ideals and development, elections and representation, structures and processes, policy and performance, and assessments and prospects.

POLITICAL PARTIES AM

In this comprehensive introduction to political parties, two of the country's foremost scholars combine the traditional PIE, FIG, PO approach with unique chapters on such issues as race and campaign finance. Throughout the book, the authors argue strongly in favor of the continued relevance of parties in the American political system and provide strong evidence that parties have adapted to the changing American political scene.

FRAMING AMERICAN POLITICS

University of Pittsburgh Press Most issues in American political life are complex and multifaceted, subject to multiple interpretations and points of view. How issues are framed matters enormously for the way they are understood and debated. For example, is affirmative action a just means toward a diverse society, or is it reverse discrimination? Is the war on terror a defense of freedom and liberty, or is it an attack on privacy and other cherished constitutional rights? Bringing together some of the leading researchers in American politics, Framing American Politics explores the roles that interest groups, political elites, and the media play in framing political issues for the mass public. The contributors address some of the most hotly debated foreign and domestic policies in contemporary American life, focusing on both the origins and process of framing and its effects on citizens. In so doing, these scholars clearly demonstrate how frames can both enhance and hinder political participation and understanding.