

Political Marketing Strategic Campaign Culture Routledge Research In Political Communication

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Culture' Routledge

Campaign Communication and Political Marketing is a comprehensive, internationalist study of the modern political campaign. It indexes and explains their integral components, strategies, and tactics. Offers comparative analyses of campaigns from country to country Covers topics such as advertising strategy, demography, the effect of campaign finance regulation on funding, and more Draws on a variety of international case studies including the campaigns of Barack Obama and Nicolas Sarkozy Analyses the impact of digital media and 24/7 news cycle on campaign conduct

How did Republicans manage to hold the White House through much of the past half century even as the Democratic Party held the hearts of most American voters? The authors of this groundbreaking study argue that they did so by doing what Democrats have also excelled at: triggering psychological mechanisms that deepen cultural divisions in the other party's coalition, thereby leading many of its voters either to choose the opposing ticket or to stay home. The Politics of

Cultural Differences is the first book to develop and carefully test a general theory of cultural politics in the United States, one that offers a compelling new perspective on America's changing political order and political conflict in the post-New Deal period (1960-1996). David Leege, Kenneth Wald, Brian Krueger, and Paul Mueller move beyond existing scholarship by formulating a theory of campaign strategies that emphasizes cultural conflict regarding patriotism, race, gender, and religion. Drawing on National Election Studies data, they find that Republican politicians deployed powerful symbols (e.g., "tax and spend liberals") to channel targeted voters toward the minority party. And as partisanship approached parity in the 1990s, Democratic leaders proved as adept at deploying their own symbols, such as "a woman's right to choose," to disassemble the Republican coalition. A blend of sophisticated theory and advanced empirical tools, this book lays bare the cultural dimensions of American political life.

Drawing upon a common conceptual framework of political webcampaigning the book offers theoretical reflections on Internet-based campaign politics. The contributors provide a comparative overview on the use of the Internet as a campaigning instrument by diverse intermediary political actors. Taking the empirical findings about how the internet is used into consideration, the book discusses the impact of

political webcampaigning on (transnational) democracy and the transformation of public spheres. Substantially revised throughout, Political Marketing second edition continues to offer students the most comprehensive introduction to this rapidly growing field. It provides an accessible but in-depth guide to what political marketing is and how it is used in practice, and encourages reflection on how it should be used in the future. Features and benefits of the second edition: New chapters on political branding and delivery marketing; Expanded discussion of political public relations, crisis management, marketing in the lower levels of government and volunteer-friendly organizations; Examination of the new research on emerging practices in the field, such as interactive and responsive leadership communication, mobile marketing, co-creation market research, experimental and analytic marketing, celebrity marketing and integrated marketing communications; and Extensive pedagogical features, including 21 detailed case studies from around the world, practitioner profiles, best practice guides, class discussion points, an online resource site and both applied and traditional assessment questions Written by a leading expert in the field, this textbook is essential reading for all students of political marketing, parties and elections and comparative politics. This book is supported by an online resource site, www.political-marketing.org/,

which is annually updated with new academic literature, audiovisual links and websites that provide further reading and links to clips for use in teaching political marketing.

Political Communication Ethics: Theory and Practice introduces students to how political communication professionals ought to behave, and how they actually behave. The chapters by both scholars and practitioners will help students wrestle with the question of what ethical responsibilities, if any, political communications professionals have.

Market innovation has long been dominated by the worldview of engineers and economists--build a better mousetrap and the world will take notice. The most influential strategy books--such as *Competing for the Future*, *The Innovator's Dilemma*, and *Blue Ocean Strategy*--argue that innovation should focus on breakthrough functionality. Holt and Cameron challenge this conventional wisdom. They develop a cultural approach to innovation: champion a better ideology and the world will take notice. The authors use detailed historical analyses of the take-offs of Nike, vitaminwater, Marlboro, Starbucks, Jack Daniel's, Levi's, ESPN, and Ben & Jerry's to build a powerful new theory. They show how brands in mature categories come to rely upon similar conventional brand expressions, leading to what the authors call a cultural orthodoxy. Historical changes in society threaten this orthodoxy by creating

demand for new culture. Cultural innovations draw upon source material--novel cultural content lurking in subcultures, social movements, and the media--to develop brands that respond to this emerging demand, leapfrogging entrenched incumbents. The authors demonstrate how they have adapted this theory into a step-by-step cultural strategy model, which they successfully applied to start-ups (Fat Tire beer), consumer technologies (Clearblue pregnancy tests), under-funded challengers (Fuse music television), and social enterprises (Freelancer's Union). Holt and Cameron conclude by explaining why top marketing companies fail at cultural innovation. Using careful organizational research, the authors demonstrate that companies are trapped in the brand bureaucracy, which systematically derails innovation. Cultural innovation requires a new organizational logic. In all of their cases, the authors find that the cultural innovators have rejected the brand bureaucracy. Written by one of the leading authorities on brands and marketing in the world today, Cultural Strategy transforms what has always been treated as the "intuitive" side of branding into a systematic strategic discipline.

Since its development shaped by the turmoil of the World Wars and suspicion of new technologies such as film and radio, political communication has become a hybrid field largely devoted to connecting the dots among political rhetoric, politicians and

leaders, voters' opinions, and media exposure to better understand how any one aspect can affect the others. In *The Oxford Handbook of Political Communication* Kate Kenski and Kathleen Hall Jamieson bring together leading scholars, including founders of the field of political communication Elihu Katz, Jay Blumler, Doris Graber, Max McCombs, and Thomas Paterson, to review the major findings about subjects ranging from the effects of political advertising and debates and understandings and misunderstandings of agenda setting, framing, and cultivation to the changing contours of social media use in politics and the functions of the press in a democratic system. The essays in this volume reveal that political communication is a hybrid field with complex ancestry, permeable boundaries, and interests that overlap with those of related fields such as political sociology, public opinion, rhetoric, neuroscience, and the new hybrid on the quad, media psychology. This comprehensive review of the political communication literature is an indispensable reference for scholars and students interested in the study of how, why, when, and with what effect humans make sense of symbolic exchanges about sharing and shared power. The sixty-two chapters in *The Oxford Handbook of Political Communication* contain an overview of past scholarship while providing critical reflection of its relevance in a changing media landscape and offering agendas for

future research and innovation.

There is increasing awareness of growing similarities in political marketing practices around the world.

Global political marketing is a comprehensive analysis of why, how and with what affect parties use political marketing in a range of political systems - presidential, parliamentary, two and multi-party, and established and emerging democracies. Written by a team of 25 international expert authors, the volume explores the impact of systemic features such as the party and electoral system, analysing how parties use marketing through 14 detailed country studies.

The book explores the notion that political marketing is used by parties to both sell and design political products, is by no means confined to the opposition, and that many opinions besides those of the voters are considered in product design, including ideological anchors, expert opinion and party members' input. The authors also explore how other factors impact on political marketing effectiveness, such as the ability of governments to communicate delivery, stay in touch, the role of the media and party unity and culture. Finally the work discusses the democratic implications of market-oriented parties, highlighting the need for debate about the relationship between citizens and governments and the prospects for democracy in the 21st century. Including a practitioner perspective as well as rigorous academic analysis, this collection provides

the first global comprehensive overview of how political parties market themselves, it will be of great interest to all scholars of political marketing, parties and elections and comparative politics.

The Internet and digital technologies have changed the world we live in and the ways we engage with one another and work and play. This is the starting point for this collection which takes analysis of the digital world to the next level exploring the frontiers of digital and creative transformations and mapping their future directions. It brings together a distinctive collection of leading academics, social innovators, activists, policy specialists and digital and creative practitioners to discuss and address the challenges and opportunities in the contemporary digital and creative economy. Contributions explain the workings of the digital world through three main themes: connectivity, creativity and rights. They combine theoretical and conceptual discussions with real world examples of new technologies and technological and creative processes and their impacts. Discussions range across political, economic and cultural areas and assess national contexts including the UK and China. Areas covered include digital identity and empowerment, the Internet and the 'Fifth Estate', social media and the Arab Spring, digital storytelling, transmedia and audience, economic and social innovation, digital inclusion, community and online curation,

cyberqueer activism. The volume developed out of a UK Economic and Social Research Council funded research seminar series.

A guiding principle in creating Political Marketing has been to examine the ways in which culture, politics, and society interrelate in the field of political marketing. In the course of the book, the editors and contributors consider 'culture' as a distinctive concept with transformative capacities that need further and deeper development in the engineering of the political marketing process. This may be introduced and, consequently, lead to broad formulation of a 'campaign culture'. Indeed, understanding and adapting a broader 'campaign culture', political marketing models may be seen as sets of pathways of key resources resulting viability in human assets, forms of influence, class stratification, alternative flows of information or networking and intercultural knowledge – sharing activity. This book consists of 18 chapters which deal with aspects of political marketing and 'campaign culture.' Theoretical chapters are found first, followed by two chapters that deal with theoretical issues which became a subject of research. Next presented are the articles that study aspects of electoral behavior, followed by the papers that analyze aspects of nationalism & national identity. Finally, the book concludes with three case studies on various issues in political marketing.

This book explores how social media influenced presidential campaign rhetoric. Janet Johnson discusses media use in American presidential campaigns as well as social media campaigns for Barack Obama, Mitt Romney, Hillary Clinton, and Donald Trump.

Information and influence campaigns are a particularly cogent example of the broader phenomenon we now term strategic political communication. If we think of political communication as encompassing the creation, distribution, control, use, processing and effects of information as a political resource, then we can characterize strategic political communication as the purposeful management of such information to achieve a stated objective based on the science of individual, organizational, and governmental decision-making. IICs are more or less centralized, highly structured, systematic, and carefully managed efforts to do just that. Strategy in Information and Influence Campaigns sets out in comprehensive detail the underlying assumptions, unifying strategy, and panoply of tactics of the IIC, both from the perspective of the protagonist who initiates the action and from that of the target who must defend against it. Jarol Manheim's forward-looking, broad, and systematic analysis is a must-have resource for scholars and students of political and strategic communication, as well as practitioners in both the

public and private sectors.

This edited volume maps the development of the use of political campaigning and marketing techniques in countries of the former Communist Bloc over the last thirty years. Focusing on the shift from propaganda to political marketing, and from manipulation to persuasion, the book consists of a series of case studies of countries in Central Europe, Eastern Europe, the Baltics, and the Balkans that outline the history, development and current state of political marketing in each country. The authors explore political parties and their behaviour ahead of elections, and show the changes in political culture and practices that parties have undergone in order to create more or less successful campaigns.

Plasser provides a comparative contextual analysis of recent changes of campaign practices from a worldwide perspective. 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.

Integrated Marketing Communication: Celebrity and the American Political Process uses an integrated marketing communication perspective to examine the brand of the celebrity as it is brought into the American political system, primarily in the form of celebrity endorsements and branding, as candidates,

causes, and movements use celebrities as a strategy to reach voters. Jennifer Brubaker posits that while the relationship between celebrities and political issues is hardly new, it has evolved into a significant connection—in the past, it was a novelty to see a politically active celebrity; today, it's becoming an expectation related to fame. Using integrated marketing communication and persuasion theory, Brubaker argues that establishing candidates' brand identity is a critical factor in determining whether they win or lose an election, and celebrity-politics relationships are a central tool in building a candidates' brand identity. Scholars of political science, communication, marketing, and history will find this book particularly useful.

Political Management lays out the core tools to manage government, campaigns and parties. The first book to combine management concepts with politics and government, it provides core theories for what Political Planning, Political HR, Political Organising, Political Leadership and Political Reviewing involve, illustrated with high level political practitioner interviews, examples and political documents. The text presents the 4 Ds of Political Management - Deliberating, Designing, Doing and Dancing - to convey that Political Management is more of a dance than a march. Even presidents and prime ministers do not have enough formal authority to control the myriad of practitioners, players,

processes and policies involved in 21st century governance. In this book, the author demonstrates why political practitioners in campaign teams, parties, government departments and political offices need political management tools to utilise the resources they have available and overcome multiple obstacles that practical politics presents. By offering a clear sense of what political management involves and providing the theoretical frameworks to be used in empirical research, this book will stimulate significant future study. It will be invaluable to practitioners, scholars and students in politics, government, policy, leadership, management, public administration, and political management.

This book provides a survey of the phenomenon of marketing which has become the dogma of America's politicians and their campaign managers. It poses some fundamental questions about how the import of commercial techniques to politics has revolutionized the nature of American democracy. Studies of election campaigns have shown an increased employment of websites, weblog tools, email, and social media by political campaigners, as well as the use of similar platforms by citizens to find information, communicate about elections or engage more generally in political issues. This comprehensive volume explores the ways in which social media is used on the one hand as a campaigning tool, and on the other, by local citizens.

It aims to develop a more holistic and Eurocentric research agenda by capturing both supply and demand practices at the European level. The authors employ both single and multination case studies, furthering debates on how political actors and voters embrace the new information and communication environment, in what ways, and for what purposes. The book offers new perspectives on social media campaigning within European democracies, thereby contributing to a more global and comprehensive understanding of how campaigning is affected, and might be enhanced, by developing an interactive digital strategy. This book will be of great interest to students of both politics and media studies. It was originally published as a special issue of the *Journal of Information Technology & Politics*.

The Dynamics of Interconnections in Popular Culture(s) is an eclectic and free-ranging collection of articles grounded in a combination of the social sciences with the populist humanities. The collection is further unified by an approach that considers changes and linkages within and between cultural systems as evidenced through their respective popular cultures. The key underlying assumption is that our collective popular expressions create an arena of global cultural exchange, further precipitating new cultural adaptations, expressions, and connections. The volume is divided into two

sections. The first consists of articles investigating theoretical and methodological approaches to the dynamics of history and cultural changes. These include cultural anthropology, history, economics, and sociology. The second section is made up of explorations into a myriad of cultural practices and expressions that exemplify not only the wide diversity of popular cultures and their workings, but also the interconnections between and within those cultural systems. A wide variety of specific case studies are presented to evidence and support the more general points made in the previous section. The collection demonstrates that the everyday lives of ordinary people, while varying from culture to culture, are unified through their expressions of shared humanity. Foreword by Gary Hoppenstand. This Handbook brings together in one volume the work of the world's foremost political consultants, marketing experts, and political scientists. Scholars and political professionals from nine different countries have contributed original chapters that provide a state-of-the-art review of the role of marketing "good and bad" in political campaigns. The Handbook's 40 chapters are organized in six sections that provide an exhaustive review of political marketing. Each section includes a rich blend of academic and practitioner authors, often collaborating on chapters, resulting in a rich blend of theory and practice. The Handbook of Political

Marketing is the essential field manual for academics, politicians, campaign specialists, and anyone interested in the role of marketing in politics. Political marketing coalesced as a subfield in the mid-1990s, and in 2002 the Journal of Political Marketing began publication. This anniversary collection reviews the existing theory, empirical evidence and practice of political marketing and explores emerging topics and lines of inquiry within the field. While political candidates and their campaigns are a major focus, it also considers the broader range of issue advocacy and lobbying. The selections expand beyond the U.S. context to offer a much needed comparative perspective. The volume includes material on the effects of new media and technology, posing questions about their direction and consequences for political actors and institutions, citizens and governmental systems. Collectively, the chapters illustrate the breadth and depth of a maturing field of inquiry, taking the reader through a retrospective and prospective examination of the intellectual grounding and scholarship that comprise political marketing. This book was published as a special issue of the Journal of Political Marketing.

"Dr Lukasz Wroblewski's book Culture Management: Strategy and Marketing Aspects clearly recognises that the pressures on the cultural sector in the 21st Century are greater than ever before. Based on

robust academic research within a practical industry context, this book addresses all the key issues related to marketing strategy and planning for the cultural industries. It will be an invaluable tool for managers, policy-makers and all those working in the creative and cultural world, and will help them to develop sound strategies for the future." Dr Kim Lehman Tasmanian School of Business and Economics, University of Tasmania "Dr Wroblewski's book explains clearly what has changed to make the use of business models necessary, even in organizations which might have resisted in the past. Globalization has resulted in a population which understands and appreciates art and culture created in other countries. While it might be agreed that this is beneficial for society, it means that cultural arbitrators within a country no longer have the authority to dictate what is accepted as culture. Managers now understand that to gain the support of the public they must explain the benefits of consuming their cultural product." Dr Bonita M. Kolb Professor Emeritus of Lycoming College in Pennsylvania "A thoughtful and penetrating analysis of culture management addressing marketing strategies and cultural institutions. An important `must read' book for those involved in this exciting sector." Prof Adrian Payne University of UNSW Business School, University of New South Wales This new edition of The SAGE Handbook of

International Corporate and Public Affairs builds on the success of the first edition (2005) by comprehensively updating and enhancing the material and structure, setting a new standard for the practitioner and student of the global public affairs discipline. The new edition includes increased international coverage of the field, and a strong focus on emerging trends, as well as providing a comprehensive overview of the foundations and key aspects of the discipline. The Handbook is organised into six thematic sections, including a generously-sized section devoted to case studies of public affairs in action: Foundations of PA PA and its relationship to other Key Disciplines Emerging Trends in PA The Regional Development and Application of PA Case Studies of PA in Action Tactical Approaches to Executing PA. Containing contributions from leading experts in the field today, this Handbook is designed to serve the needs of scholars, researchers, students and professionals alike.

The impact of the Internet on political communication has been significant and multifaceted: it expanded the reach of political messages; opened the floodgates of decontextualization and intercultural misunderstanding; made room for new genres and forms; and allowed for the incorporation of every previously existing communication mode into complex multilayered documents. Political

Communication Online places these developments in their social and media context, covers various disciplinary backgrounds and how they can contribute to a common understanding of the evolving online media landscape, and proposes a novel methodological tool for the analysis of political communication online. Seizov offers an approach that places context at the core of the theoretical and methodological discussion by discussing the traits of online communication that make it a unique communication environment. The book then brings together different disciplines which have important contributions for the study of political communication online but have not been integrated for this purpose so far, such as visual communication, multimodal research, and cognitive psychology. Seizov introduces the book's main theoretical and methodological contribution to multimodal document analysis, the annotation scheme "Imagery and Communication in Online Narratives" (ICON), and explores how the ICON approach works in practice. Taking four distinct genres of online political communication – news, election campaigns, NGOs, and social movements – the book presents the analyses of convenience samples from each of them in detail. This text features a comprehensive theoretical discussion of vital current developments in online political communication, places these developments in context, and couples that with a

practical demonstration of the novel methodology it proposes.

For many years now we have witnessed the developing use of the internet and associated technologies by political actors and organisations. Claims and counter claims have been made as its suitability as a tool to help in the struggle to re-invigorate political participation in democracies across the globe has been contested. This book charts the shifting sands of political activity in the digital age. It interrogates the hybrid nature of modern politics as online and offline actions blur the boundaries of traditional politics between 'real-life' co-presence and the booming virtual domain of politics. By so doing, it critically reflects on the latest scholarship on the subject while concurrently advancing stimulating new insights into it.

Encapsulating both the range and the diverse velocities of change in different political arenas and geographical locations, this volumes seeks to map out a path if not towards the politics of tomorrow then towards a better comprehension of the politics of today. Featuring a range of international and comparative case studies presenting research on the UK, US, Italy, France, Spain, Romania, Africa and China, this book will be of interest to students and scholars of Politics and Media, Political Communication, New Media studies, Public Administration, Sociology, Communication Studies,

Computing and Information and Communications Technologies.

Political marketing has become a global phenomenon as parties try to copy the market-oriented approach employed by Tony Blair to win power for New Labour in 1997. It raises fresh perspectives on the more established political marketing practices in the UK and US, such as how to incorporate political leadership within the market-oriented framework and the democratic implications when faced with the actual business of governing. This book also highlights how the market-oriented party approach has spread around the world, including Europe and the new democracies of Brazil and Peru. The collection also introduces the debate on whether such practices enhance or undermine democracy, raising important questions on the future of political marketing.

Political Marketing in the United States explores how politicians and parties utilize marketing concepts and tools, providing an up-to-date and broad overview of how marketing permeates U.S. politics. The volume focuses on current and recent elections and leaders, and covers a range of topics, including market research, marketing parties and volunteers, strategy and branding, communications, delivery, and marketing in government. The main themes and objectives of the book are to cover: New and emerging trends in political marketing practice

Analysis of a broad range of political marketing aspects Empirical examples as well as useful theoretical frameworks Discussion of state/local level as well as presidential politics This is the first comprehensive treatment of the subject available and captures the field as it is rapidly growing. It is a must-read for students and scholars of political parties, political communication, applied politics, and elections.

The Handbook of Election Coverage Around the World focuses on the news coverage of national elections in democracies around the globe. It brings together and compares election news coverage within a single framework, offering a systematic consideration of various factors. Considering the prominence and power of the press in the election process, this volume will offer unique breadth in its global consideration of the topic. The volume will appeal to scholars in political communication, political science, mass media and society, and others studying elections and media coverage around the world.

This unique handbook maps the growing field of consumer psychology in its increasingly global context. With contributions from over 70 scholars across four continents, the book reflects the cross-cultural and multidisciplinary character of the field. Chapters relate the key consumer concepts to the progressive globalization of markets in which

consumers act and consumption takes place. The book is divided into seven sections, offering a truly comprehensive reference work that covers: The historical foundations of the discipline and the rise of globalization The role of cognition and multisensory perception in consumers' judgements The social self, identity and well-being, including their relation to advertising Social and cultural influences on consumption, including politics and religion Decision making, attitudes and behaviorally based research Sustainable consumption and the role of branding The particularities of online settings in framing and affecting behavior The Routledge International Handbook of Consumer Psychology will be essential reading for anyone interested in how the perceptions, feelings and values of consumers interact with the decisions they make in relation to products and services in a global context. It will also be key reading for students and researchers across psychology and marketing, as well as professionals interested in a deeper understanding of the field. Electronic inspection copies are available for instructors Political Marketing: Theories and Concepts provides students with a valuable and critical understanding of how political parties use marketing to attain their aims. Unlike other textbooks, this text explicitly focuses on the theoretical underpinnings and cutting edge concepts used by political parties, allowing students to gain

key insights into how they win elections and remain in power. With an engaging and thought provoking topic selection, these field-leading authors have ensured that this often complex and theoretically advanced topic is clearly accessible for a student audience and novice researchers. Key features of each chapter include: - Short chapter introduction and learning summaries - Discussion questions to share in the classroom - Annotated suggestions for further reading - Lists of key terms to consider This text is essential reading for advanced undergraduate and postgraduate students on political marketing courses. Dr Robert P. Ormrod, University of Aarhus, Denmark Dr Stephan C. Henneberg, University of Manchester Professor Nicholas J. O'Shaughnessy, Queen Mary, University of London

This book demonstrates the progress that has been made on political branding research across international contexts. It focuses on the critical application of new concepts and frameworks, generating a deeper understanding of unexplored settings and positioning research from multiple perspectives. It is important to consider different typologies of international political brands particularly as we have witnessed huge changes across political landscapes from Brexit, the rise of President Trump, the surge in populism and the development of sustainable-climate change movements. Given that there are many potential typologies and non-

traditional political brands, this volume investigates different typologies and alternative political brands with the support of new and under-developed theoretical lens from multiple perspectives and contexts. These include Canada, Iceland, India, Indonesia and the United States of America. This book provides areas of reflection and explicit calls for further research, which in turn will advance insight into political brands and enhance our understanding of political marketing in action. This is a must-read guide for setting out the implications of theory and practice for multiple stakeholders including political marketers, political scientists, politicians, political party organizers, brand managers and scholars across a wide range of social science disciplines. The chapters in this book were originally published as a special issue of the Journal of Political Marketing.

Now in its sixth edition, Political Campaign Communication provides a realistic understanding of the strategic and tactical communication choices candidates and their staffs must make as they wage an election campaign. Trent and Friedenbergs classic text has been updated throughout to reflect recent election campaigns, including 2004 and 2006 as well as the early stages of 2008. A new chapter focuses on the use of the Internet. Political Campaign Communication continues to be a classroom favorite—a thoroughly researched,

insightful, and reader-friendly text.

It is widely assumed that a competitive political environment of public distrust and critical media forces political parties to manage communications and reputations strategically, but is this really true? Comprehensive control of communications in a fast-moving political and media setting is often upset by events outside the communicator's control, taking over the news agenda and changing the political narrative. Based on interviews with leading communicators and journalists, this book explores the tensions between a planned, strategic communications approach and a reactive, tactical one. The interviewees, who over the past 15 years have been instrumental in presenting and shaping the public persona of party leaders and Prime Ministers, include, amongst others, William Hague, Ian Duncan-Smith, Michael Howard, David Cameron, Tony Blair and Gordon Brown. It draws a unique picture of how political reputations are managed and, ultimately, confirms the discrepancy between what political communications management is thought to be, and how communications practitioners actually operate. This book empirically reviews political communications practice in order to analyse to what degree reality matches the concepts of strategic communications management. This will be essential reading for researchers, educators and advanced students in public relations,

communications studies and marketing.

As a consequence of the rapid diffusion of online media, the conditions for political communication, and research concerning it have radically changed.

Is empirical communication research capable of consistently describing and explaining the changes in political communication in the online world both from a theoretical and methodological perspective?

In this book, Gerhard Vowe, Philipp Henn, and a group of leading international experts in the field of communication studies guide the reader through the complexities of political communication, and evaluate whether and to what extent existing theoretical approaches and research designs are relevant to the online world. In the first part of the book, nine chapters offer researchers the opportunity to test the basic assumptions of prominent theories in the field, to specify them in terms of the conditions of political communication in the online world and to modify them in view of the systematically gained experiences. The second methodological section tests the variations of content analysis, surveys, expert interviews and network analyses in an online environment and documents how successful these methods of empirical analysis have proven to be in political communication. Written accessibly and contributing to key debates on political communication, this bookshelf essential presents an indispensable account of the necessary tools

needed to allow researchers decide which approach and method is better suited to answer their online problem.

This collection recalibrates the study of political psychology through detailed and much needed analysis of the discipline's most important and hotly contested issues. It advances our understanding of the psychological mechanisms that drive political phenomena while showcasing a range of approaches in the study of these phenomena.

The Routledge Companion to Advertising and Promotional Culture provides an essential guide to the key issues, methodologies, concepts, debates, and policies that shape our everyday relationship with advertising. The book contains eight sections: Historical Perspectives considers the historical roots and their relationship to recent changes of contemporary advertising and promotional practice. Political Economy examines how market forces, corporate ownership, and government policies shape the advertising and media promotion environment. Globalization presents work on advertising and marketing as a global, intercultural, and transnational practice. Audiences as Labor, Consumers, Interpreters, Fans introduces how people construct promotional meaning and are constructed as consumers, markets, and labor by advertising forces. Identities analyzes the ways that advertising constructs images and definitions of groups -- such

as gender, race and the child -- through industry labor practices, marketing, as well as through representation in advertising texts. *Social Institutions* looks at the pervasiveness of advertising strategies in different social domains, including politics, music, housing, and education. *Everyday Life* highlights how a promotional ethos and advertising initiatives pervade self image, values, and relationships. *The Environment* interrogates advertising's relationship to environmental issues, the promotional efforts of corporations to construct green images, and mass consumption's relationship to material waste. With chapters written by leading international scholars working at the intersections of media studies and advertising studies, this book is a go-to source for those looking to understand the ways advertising has shaped consumer culture, in the past and present.

Sponsored by the Communication, Information Technologies, and Media Sociology section of the American Sociological Association (CITAMS), this volume celebrates the section's thirtieth anniversary. It looks at the history of the section, reviews some of its most important themes, and sets the agenda for future discussion.

James T. Kitchens and Larry Powell examine why political messages appeal to voters in the United States by exploring the four pillars of the American psyche: fear, national narcissism, consumerism, and

religiosity. These pillars, combined with the related matrix of attitudes, beliefs, and values, determine how political communication is understood.

Winning a presidential election is like operating a successful business. The best and most successful businesses are customer driven. The Marketing of the President documents how political candidates are marketed by the same sophisticated techniques that experts use to sell legal and medical services. Newman addresses issues of serious concern to the health of the political process as he examines the roles of positioning, polling, direct mail, 900 numbers, and television in advertising. Using the 1992 presidential election as a case study, this extraordinary volume reveals how the American political process has been transformed - for better or worse - by the use of marketing techniques. The Marketing of the President important reading for marketing professionals and students interested in nonprofit applications of marketing concepts, or for political scientists and policymakers who are concerned about the increasing role of marketing in political campaigns.

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