

Posters Propaganda And Persuasion In Election Campaigns Around The World And Through History

[#election propaganda](#) [#political posters history](#) [#campaign persuasion techniques](#) [#global election campaigns](#) [#voter influence strategies](#)

Delve into the fascinating history of election campaigns worldwide, examining the pivotal role of propaganda posters and various persuasion tactics. Discover how visual communication has shaped voter influence and political landscapes across different eras and cultures.

You can browse dissertations by keyword, discipline, or university.

The authenticity of our documents is always ensured.

Each file is checked to be truly original.

This way, users can feel confident in using it.

Please make the most of this document for your needs.

We will continue to share more useful resources.

Thank you for choosing our service.

This is among the most frequently sought-after documents on the internet.

You are lucky to have discovered the right source.

We give you access to the full and authentic version Propaganda Posters Elections free of charge.

Posters, Propaganda, and Persuasion in Election Campaigns Around the World and Through History

How effective are election campaign posters? Providing a unique political history, this book traces the impact that these posters - as well as broadsides, banners, and billboards - have had around the world over the last two centuries. It focuses on the use of this campaign material in the United States, as well as in France, Great Britain, Germany, South Africa, Japan, Mexico, and many other countries. The book examines how posters evolved and discusses their changing role in the twentieth century and thereafter; how technology, education, legislation, artistic movements, advertising, and political systems effected changes in election posters and other campaign media, and how they were employed around the world. This comprehensive and original overview of this campaign material includes the first extensive review of the research literature on the topic. Posters, Propaganda, and Persuasion will be useful to scholars and students interested in communications, politics, history, advertising and marketing, art history, and graphic design.

Election Posters Around the Globe

This book examines the history and role of election posters as one of the most crucial forms of political communication, especially in electoral campaigns, in a number of countries around the globe. The contributing authors present comparative research on electoral posters from countries from all five continents, summarizing international similarities and national differences. The book also discusses theoretical aspects and different methodological approaches that are used for studying the design, content and reception of election posters as a means of political communication.

Propaganda & Persuasion

Propaganda and Persuasion, Fifth Edition is the only book of its kind to cover a comprehensive history of propaganda and offer insightful definitions and methods to analyze it. Building on the excellence of the four previous editions, the Fifth Edition has been revised and updated. Authors Garth S. Jowett and Victoria O'Donnell provide a remarkable and cogent understanding of persuasion and propaganda, including rhetorical background, cultural studies, and collective memory. Key Features: * Offers a comprehensive history of propaganda, from ancient times to present day. Updated research in

propaganda and persuasion and the use of propaganda in psychological warfare are also included. New examples to this edition include the global war against terrorism, the 2008 election, and the question of ideological propaganda in a polarized mass media system * Encourages a systematic approach to analyzing propaganda: An in-depth look at rhetoric, theory, and methodology helps students analyze propaganda * Differentiates propaganda from persuasion: Succinct definitions of propaganda and persuasion are given, as well as an original model that illustrates both their commonalities and their differences.

Propaganda, Power and Persuasion

As Philip Taylor has written, 'The challenge (of the modern information age) is to ensure that no single propaganda source gains monopoly over the information and images that shape our thoughts. If this happens, the war propagandists will be back in business again.' Propaganda came of age in the Twentieth Century. The development of mass- and multi-media offered a fertile ground for propaganda while global conflict provided the impetus needed for its growth. Propaganda has however become a portmanteau word, which can be interpreted in a number of different ways. What are the characteristic features of propaganda, and how can it be defined? The distinguished contributors to this book trace the development of techniques of 'opinion management' from the First World War to the current conflict in Afghanistan. They reveal how state leaders and spin-doctors operating at the behest of the state, sought to shape popular attitudes - at home and overseas - endeavouring to harness new media with the objective of winning hearts and minds. The book provides compelling evidence of how the study and practice of propaganda today is shaped by its history.

Modern Print Activism in the United States

The explosion of print culture that occurred in the United States at the turn of the twentieth century activated the widespread use of print media to promote social and political activism. Exploring this phenomenon, the essays in Modern Print Activism in the United States focus on specific groups, individuals, and causes that relied on print as a vehicle for activism. They also take up the variety of print forms in which calls for activism have appeared, including fiction, editorials, letters to the editor, graphic satire, and non-periodical media such as pamphlets and calendars. As the contributors show, activists have used print media in a range of ways, not only in expected applications such as calls for boycotts and protests, but also for less expected aims such as the creation of networks among readers and to the legitimization of their causes. At a time when the golden age of print appears to be ending, Modern Print Activism in the United States argues that print activism should be studied as a specifically modernist phenomenon and poses questions related to the efficacy of print as a vehicle for social and political change.

Thirty Years of Political Campaigning in Central and Eastern Europe

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.

Political Marketing and the 2015 UK General Election

This book brings together leading scholars to analyze political marketing in the context of the UK 2015 General Election. Election campaigns represent a time of intense marketing, including: the communication of party, party leader and candidate brands; the design and dissemination of key messages and policy proposals; identification of target voters; setting out strategies for the campaign; and translating strategies into specific communication tactics. Each chapter of this book has been specifically commissioned to focus on one of these aspects of the campaign (targeted campaigning, branding, core messages, advertising, media management, online campaigning and the campaign in the marginal seats). The collection offers insights into the most interesting and innovative aspects of the 2015 election campaign, determining how levels parties with differing resource approach elections and with what impacts, as well as what we can learn more broadly about marketing at general elections. The chapters are developed to make the topic accessible to non-scholars and to have real-world relevance.

Political Marketing in Retrospective and Prospective

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.

The Oxford Handbook of Electoral Persuasion

Elections are the means by which democratic nations determine their leaders, and communication in the context of elections has the potential to shape people's beliefs, attitudes, and actions. Thus, electoral persuasion is one of the most important political processes in any nation that regularly holds elections. Moreover, electoral persuasion encompasses not only what happens in an election but also what happens before and after, involving candidates, parties, interest groups, the media, and the voters themselves. This volume surveys the vast political science literature on this subject, emphasizing contemporary research and topics and encouraging cross-fertilization among research strands. A global roster of authors provides a broad examination of electoral persuasion, with international perspectives complementing deep coverage of U.S. politics. Major areas of coverage include: general models of political persuasion; persuasion by parties, candidates, and outside groups; media influence; interpersonal influence; electoral persuasion across contexts; and empirical methodologies for understanding electoral persuasion.

Presidential Campaign Posters

Here are 100 ready-to-frame political campaign posters from the annals of American history! The candidates range from Andrew Jackson ("Defender of Beauty and Booty") and William Henry Harrison ("Have Some Hard Cider!") to Richard Nixon ("He's the One!"), Barack Obama ("Hope"), and many, many more. The posters are backed with colorful historical commentary and additional artwork; best of all, they're bound with clean microperforated edges so they can be removed, framed, and displayed. Presidential Campaign Posters is the perfect gift for political junkies of all ages!

Governmental Power Market-Ing in the VU-CHAOS World

Governmental Power Market-Ing in the VU-CHAOS World is a thought-provoking book that explores the blended concepts of state governance, marketing, and management. This book offers a comprehensive examination of the dynamics and implications of governmental power in a rapidly changing world. Delve into this text to investigate the concept of government and its significance, as well as the rise of gerontocracy, where the elders exert influence over the state game, both in theory and practice. Further chapters explore topics such as the hidden agenda behind the development of government in governmental power marketing theory, the sources and status of government, strategies, and

behavior of governments as buyers. The influences that shape governmental buying behavior and the implications for controlling governmental power are also examined. Readers will gain insights into future trends in government theory and practice, including strategic approaches for stateless players and net states. Case studies and comparative applications offer real-world examples and practical implications. *Governmental Power Market-Ing in the VU-CHAOS World* is an essential resource for academics, researchers, policymakers, and anyone interested in understanding the complex interplay between governmental power and market dynamics in today's evolving global landscape.

Proceedings of the 2nd International and Interdisciplinary Conference on Image and Imagination

This book gathers peer-reviewed papers presented at the 1st International and Interdisciplinary Conference on Image and Imagination (IMG 2019), held in Alghero, Italy, in July 2019. Highlighting interdisciplinary and multi-disciplinary research concerning graphics science and education, the papers address theoretical research as well as applications, including education, in several fields of science, technology and art. Mainly focusing on graphics for communication, visualization, description and storytelling, and for learning and thought construction, the book provides architects, engineers, computer scientists, and designers with the latest advances in the field, particularly in the context of science, arts and education.

Political Street Art

Recent global events, including the 'Arab Spring' uprisings, Occupy movements and anti-austerity protests across Europe have renewed scholarly and public interest in collective action, protest strategies and activist subcultures. We know that social movements do not just contest and politicise culture, they create it too. However, scholars working within international politics and social movement studies have been relatively inattentive to the manifold political mediations of graffiti, muralism, street performance and other street art forms. Against this backdrop, this book explores the evolving political role of street art in Latin America during the twentieth and early twenty-first centuries. It examines the use, appropriation and reconfiguration of public spaces and political opportunities through street art forms, drawing on empirical work undertaken in Brazil, Bolivia and Argentina. Bringing together a range of insights from social movement studies, aesthetics and anthropology, the book highlights some of the difficulties in theorising and understanding the complex interplay between art and political practice. It seeks to explore 'what art can do' in protest, and in so doing, aims to provide a useful point of reference for students and scholars interested in political communication, culture and resistance. It will be of interest to students and scholars working in politics, international relations, political and cultural geography, Latin American studies, art, sociology and anthropology.

Thinking While Black: Translating the Politics and Popular Culture of a Rebel Generation

This uniquely interdisciplinary study of Black cultural critics Armond White and Paul Gilroy spans continents and decades of rebellion and revolution. Drawing on an eclectic mix of archival research, politics, film theory, and pop culture, Daniel McNeil examines two of the most celebrated and controversial Black thinkers working today. *Thinking While Black* takes us on a transatlantic journey through the radical movements that rocked against racism in 1970s Detroit and Birmingham, the rhythms of everyday life in 1980s London and New York, and the hype and hostility generated by Oscar-winning films like *12 Years a Slave*. The lives and careers of White and Gilroy—along with creative contemporaries of the post-civil rights era such as Bob Marley, Toni Morrison, Stuart Hall, and Pauline Kael—should matter to anyone who craves deeper and fresher thinking about cultural industries, racism, nationalism, belonging, and identity.

The Graphic Communication Handbook

The *Graphic Communication Handbook* is a comprehensive and detailed introduction to the theories and practices of the graphics industry. It traces the history and development of graphic design, explores issues that affect the industry, examines its analysis through communications theory, explains how to do each section of the job, and advises on entry into the profession. The *Graphic Communication Handbook* covers all areas within the industry including pitching, understanding the client, researching a job, thumbnail drawings, developing concepts, presenting to clients, working in 2D, 3D, motion graphics and interaction graphics, situating and testing the job, getting paid, and getting the next job. The industry background, relevant theory and the law related to graphic communications are situated alongside the teaching of the practical elements. Features include: introductions that frame relevant

debates case studies, examples and illustrations from a range of campaigns philosophical and technical explanations of topics and their importance.

Visual Political Communication

This book offers a theoretically driven, empirically grounded survey of the role visual communication plays in political culture, enabling a better understanding of the significance and impact visuals can have as tools of political communication. The advent of new media technologies have created new ways of producing, disseminating and consuming visual communication, the book hence explores the theoretical and methodological underpinnings of visual political communication in the digital age, and how visual communication is employed in a number of key settings. The book is intended as a specialist reading and teaching resource for courses on media, politics, citizenship, activism, social movements, public policy, and communication.

Presidential Campaign Posters

An oversized collection of the most striking and thought-providing presidential campaign posters throughout American history—perfect for political junkies and history buffs alike Shepard Fairey's instant-classic "Hope" poster for Barack Obama elevated the age-old art of the campaign poster back into the forefront of American awareness. Now, dig through the Library of Congress archives and discover the amazing, kickass posters that are every bit as cool 200 years later! See Andrew Jackson go classy, elegant, and minimalist—while his opponent offers a coffin-laden accounting of all the dead bodies Jackson left behind. Watch as Grover Cleveland decks out his poster with a portrait of his new 21-year-old First Lady; Adlai Stevenson tries really hard to convince everyone not to vote for Dwight Eisenhower; and Richard Nixon grins at us like a favorite TV-sitcom dad. Every poster is backed with colorful historical commentary and additional artwork. Presidential Campaign Posters is the perfect gift for political junkies of all ages.

The Rankins of Montana

This is the story of the Rankins, a family that embodied the risk and ambition that transformed America. John Rankin arrived in the West chasing the adventure of gold mining but soon turned to ranching and building in the new town of Missoula. There he met Olive Pickering, who had left New Hampshire in 1878 to become a teacher and seek a husband on the American frontier. John and Olive's children continued to demonstrate their parent's ambition and nerve. Their son became one of the biggest landowners in the country, one of the first personal injury lawyers, and a crusader against railroads and mining. Jeannette became the first woman in a national legislature, voted against two world wars and led marches protesting the Vietnam War. As a dean, Harriet helped develop the modern co-educational university. Edna traveled the world advocating for birth control. The Rankins faced both national adulation and condemnation for the choices they made. Their family story concerns independence and education, activism, the boundaries created by gender, religious choices, and the changing meaning of the West.

To Know Is to Compare

How systematic comparative research can unlock the potential of social media scholarship. Though diverse and fruitful, social media scholarship too often focuses on single platforms in single countries, disconnected from other media that people use. Mora Matassi and Pablo J. Boczkowski's alternative approach offers a framework based on the epistemological principle that everything we know emerges from comparing two or more entities. Drawing on a wealth of real-life cases, Matassi and Boczkowski examine key aspects of social media from three comparative dimensions (nations, media, and platforms) and two topics (history and language) to propose a blueprint that encourages researchers and lay readers alike to think about social media from new perspectives. Matassi and Boczkowski illustrate their theoretical points with examples that link multiple media, illuminate an array of platforms, cover different countries and eras, and address various languages and both textual and non-textual signifiers. The result is an original conceptual account that allows for the study of social media in ways that are global, de-westernized, transmedia, and multiplatform. In addition, the authors review the major texts that use a comparative treatment and suggest topics, theories, and methods for engaging in comparative studies in the future.

Current Trends in Nigerian Pidgin English

This book focuses on the structure and sociolinguistics of Nigerian Pidgin English. Its major aim is to serve as a compendium which touches different major aspects of NPE as it has been observed that earlier works in this area have focused only on one aspect or the other. It will offer a broad survey of the form and functions of Nigerian Pidgin (NP) in different domains. The book promises to investigate the use of NP in such domains as popular culture, advertisement, social media and online discussion fora. One major strong point of this volume is the fact that it will direct attention to different fertile areas of NP by focusing, inter alia, on its social functions, its morphology and syntax, its regional varieties, its (possible) use as a viable medium of instruction in school, the changing attitudes of people towards its use, the place of NP in relation to language planning and policy in Nigeria as well as sociolinguistic variation within NP. The book will make a significant contribution to the existing literature on NP as, unlike earlier studies in this area, it will explore the grammatical, sociolinguistic and perceptual aspects of the language. By bringing together the expertise of renowned Nigerian and international scholars who have conducted research in this area, the volume will be an essential resource for researchers, graduate and undergraduate students interested not only in Nigerian Pidgin but also on contact linguistics.

Run an Election Campaign

Run an Election Campaign - Project Management Style outlines the elements necessary to "Run for Election" that will give candidates a roadmap to follow in order to get elected to parliament. It serves as a reference for Election Teams. Canvassers can read through the entire plan so that they have some understanding of the whole process and the success framework in detail. The campaign plan is the foundation to build the campaign upon. A campaign plan created with the help of advisors, and past candidates gives you the roadmap for the run up until the day of the election and the following week. Some things to taken into account here include: Political environment - What are the priority issues your voters have? What are your opponents' issues and policies? Campaign message and issues - Outline the core message of your campaign. How does it relate to the issues you focus on? Communication plan - The campaign message distribution methods. How do you plan to get press coverage? Area outreach plan - How do you plan your door to door pamphlet distribution using volunteers? Campaign budget - What would be the budget and estimated cost for every task? Funding plan - What methods will you use to fund the campaign? Campaign timeline - How will you meet the deadlines for each milestone and activity? Staffing - Who do you have to fill the key roles like Campaign Manager and Office Manager? Why Political Campaigns Fail A political campaign can be an exciting experience. A great deal will happen between the beginning of a campaign and a week after Election Day and with a little forethought and planning, you can be prepared for all the twists and turns and, in many cases, control the situation. This book is designed to help you anticipate what will happen and be better prepared. While the given political landscape is an important factor in any campaign, in many cases the most important factor - the difference between winning and losing - is what goes on inside the campaign. Are you ready to run for election? It's critical to make sure that you've thought everything through before announcing that you're running for political office. Here are some considerations: - understand the time commitment- fulfill the eligibility criteria to run for election in your jurisdiction- be confident that you can balance family life, work life with running an election campaign - have funds for your campaign There are four types of election campaigns that have little or no chance to achieve victory: 1. The first is the campaign that has no persuasive or unique message to deliver to voters. 2. The second is the campaign does not have a clear idea of which voters it wants to persuade. 3. The third is the campaign that has a unique, persuasive message and a clear idea of which voters it wants to persuade but has no practical plan of what to do between the beginning of the campaign and the day of the election, to persuade these voters. 4. Lastly, the fourth type of campaign is one that has a clear message, a clear idea of its voters and a plan to get to Election Day but it fails to follow through on or execute the plan. The Key to Successful Election Campaigns Considering the reasons for failed campaigns the political campaign as outlined in the book Run an Election Campaign - Project Management Style is one that takes the time to target voters, develops a persuasive message and follows through on a reasonable and practical plan to engage with and persuade those voters. This written campaign plan, defines the overall political landscape, the strategy and resources required to get to the day of the election. While every campaign is unique, there are some basic principles that can be applied to any election campaign. Run an Election Campaign - Project Management Style is designed to help you apply these basic principles to your unique campaign. This campaign will communicate a persuasive message to people who will vote.

Gender and Activism

This 'Yearbook' attends to various ways in which women were active and organized themselves in order to question sex and gender related issues in the political arena. Covering a diverse range of cultures and political situations the Yearbook discusses how women protested against perceived religious suppression; actively participated in local democratic political institutions whilst not really changing gender-roles; or discussed experienced discrepancies between socialism and feminism. How do women find their ways in democratic systems of governance? What do these systems offer them in terms of emancipation and involvement in political decision making affecting their lives?

Politico's Guide to the History of British Political Parties

A brief history of more than 250 parties who have contested parliamentary elections since 1832, along with details of contact information and electoral performance.

Propaganda and Mass Persuasion

A truly international, authoritative A–Z guide to five centuries of propaganda, in both wartime and peacetime, which covers key moments, techniques, concepts, and some of the most influential propagandists in history. This fascinating survey provides a comprehensive introduction to propaganda, its changing nature, its practitioners, and its impact on the past five centuries of world history. Written by leading experts, it covers the masters of the art from Joseph Goebbels to Mohandas Gandhi and examines enormously influential works of persuasion such as *Uncle Tom's Cabin*, techniques such as films and posters, and key concepts like black propaganda and brainwashing. Case studies reveal the role of mass persuasion during the Reformation, and wars throughout history. Regional studies cover propaganda superpowers, such as Russia, China, and the United States, as well as little-known propaganda campaigns in Southeast Asia, Ireland, and Scandinavia. The book traces the evolution of propaganda from the era of printed handbills to computer fakery, and profiles such brilliant practitioners of the art as Third Reich film director Leni Riefenstahl and 19th-century cartoonist Thomas Nast, whose works helped to bring the notorious Boss Tweed to justice.

Propaganda & Persuasion

Reflecting the remarkable changes in the world of propaganda due to the increasing use of social media, this updated Seventh Edition provides a systematic introduction to the increasingly complex world of propaganda. Viewing propaganda as a form of communication, the authors help you understand information and persuasion so you can understand the characteristics of propaganda and how it works as a communication process. Providing provocative case studies and fascinating examples of the use of propaganda from ancient times up through the present day, *Propaganda and Persuasion* provides an original model that helps you analyze the instances of propaganda and persuasion you encounter in everyday life. New to the Seventh Edition: New coverage of social media as a disseminator of propaganda offers you an up-to-date perspective. The book's four case studies have been updated and strengthened to demonstrate their relevance not only to past and contemporary culture, but also to the study of propaganda campaigns. New coverage of how a propaganda case study can be structured to reveal the components of a campaign allows you to compare strengths and weaknesses across different types of campaigns and evaluate the relative success of various propaganda strategies. Updated research on persuasion and expanded coverage of collective memory as it appears in new memorials and monuments enhances the presentation. Current examples of propaganda, especially the ways it is disseminated via the Internet, deepen your understanding. New illustrations and photos add a unique visual dimension that helps you conceptualize methods of persuasion and propaganda.

The Political Portrait

The leader's portrait, produced in a variety of media (statues, coins, billboards, posters, stamps), is a key instrument of propaganda in totalitarian regimes, but increasingly also dominates political communication in democratic countries as a result of the personalization and spectacularization of campaigning. Written by an international group of contributors, this volume focuses on the last one hundred years, covering a wide range of countries around the globe, and dealing with dictatorial regimes and democratic systems alike. As well as discussing the effigies that are produced by the powers that be for propaganda purposes, it looks at the uses of portraiture by antagonistic groups or movements as forms of resistance, derision, denunciation and demonization. This volume will be

of interest to researchers in visual studies, art history, media studies, cultural studies, politics and contemporary history.

Beyond the Frontiers of Political Science: Is Good Governance Possible in Cataclysmic Times?

Visuals are ubiquitous in politics. They frame the way viewers understand issues and events and they affect candidate evaluations and even voting behaviour. Nevertheless, little is known about the strategic use of visuals in election campaigns. This book investigates the visual communication strategies of political parties and candidates from both a longitudinal and a comparative perspective. It analyses tools such as campaign posters and social media profiles and demonstrates the relevance of visuals in Western democracies. 'Visual Politics' is aimed at undergraduate and postgraduate students as well as scholars and those interested in the role of visuals in election campaigns such as campaign strategists, parties, candidates and journalists.

Visual Politics

By using a wide diversity of theoretical and methodological approaches and by encompassing both cross-national and longitudinal analyses, this volume sheds new light on comparative political communication research, such as personalization, globalization, democratization, and the changing nature of journalism,

Campaigns & Elections

Using case studies and exercises, this innovative study guides the reader through the many varieties of persuasion and its performance, exploring the protocols of rhetoric unique to the medium, from orality and print to film and digital images.

Comparing Political Communication across Time and Space

This timely publication offers a fresh scholarly assessment of political advertising across the EU, as well as an insight into differing political and regulatory systems related to political advertising in the individual member states. With a detailed focus on the images and communication styles that characterised the 2014 European Parliament election campaign, this edited collection evaluates political advertising across the EU using empirical data to compare and contrast styles and approaches in different members. This work allows the authors to offer an important evaluation of the similarities and differences in the posters and broadcasts used to win public support in the 2014 campaign at the time of the great European recession and financial crisis, specifically looking at the place of posters and video commercials. This book will appeal to researchers and students of political communication, political science, history, European studies as well as candidates and campaign workers who want a more comprehensive understanding of the representation of Europe in political adverts at the 2014 elections.

Media, Persuasion and Propaganda

The Persuasive Power of Campaign Advertising offers a comprehensive overview of political advertisements and their changing role in the Internet age. Travis Ridout and Michael Franz examine how these ads function in various kinds of campaigns and how voters are influenced by them. The authors particularly study where ads are placed, asserting that television advertising will still be relevant despite the growth of advertising on the Internet. The authors also explore the recent phenomenon of outrageous ads that "go viral" on the web-which often leads to their replaying as television news stories, generating additional attention. It also features the first analysis of the impact on voters of media coverage of political advertising and shows that televised political advertising continues to have widespread influence on the choices that voters make at the ballot box.

Political Advertising in the 2014 European Parliament Elections

For better or worse, political image is now more important to electoral victory than a spontaneous exchange of conflicting views over matters of substantive policies. Campaign managers, polling specialists, and communication consultants define issues, set agendas, and explore policy options primarily for electoral gain. In short, campaign contrivances replace substance at all phases and levels of electoral contests. Political estrangement, as illustrated by declining voting levels, may well be a by-product of deceptive political consultant and political journalistic practices rather than Americans

being frustrated by insoluble problems. In *The Political Persuaders*, Dan Nimmo analyzes and critiques the emerging political industry of professional political management and consulting. His volume was the first book-length treatment to do so; it is a seminal work on the subject for both academic scholars and political practitioners. In his new introduction, Nimmo hones his critique in light of the past thirty years and its effects on campaign organization, research, and communication. He assesses changes in campaign technology, stable and shifting practices of candidate marketing, and the consequences for democratic governance inherent in professionally mediated campaigns at the close of the twentieth century. Nimmo succinctly reviews his well-nigh prophetic conclusions, determining that trends discovered in 1970 not only persist, but continue to intensify with a vengeance. Although evolving campaign techniques claim to involve citizens in the electoral process, the actual involvement is more cosmetic than real—this, Nimmo argues, is the principle source of deepening popular disappointment and a general political apathy. This timely volume should be read by political scientists, policymakers, and those in the fields of mass communication and journalism. Dan Nimmo has been a professor of political science, journalism, and communication at various institutions, notably the University of Missouri, University of Tennessee, and the University of Oklahoma. He is currently distinguished visiting professor of political science at Baylor University. He is the author or editor of many works including *Popular Images of Politics* and *Newsgathering in Washington*.

The Persuasive Power of Campaign Advertising

The book provides a comprehensive discussion of the major issues and events surrounding all American presidential elections, from the earliest years of the Republic through the campaign of 2008. *Presidential Campaigns, Slogans, Issues, and Platforms: The Complete Encyclopedia* is an easy-to-use reference work designed to encourage students and anyone interested in democratic politics to undertake a greater understanding of this complex aspect of American political life. The three-volume work covers each presidential campaign in depth, examining a large number of related issues ranging from the use of social media in modern presidential campaigns to negative campaign ads and key slogans used in every presidential campaign. Volume One contains entries offering specific and focused information on issues, trends, factors, slogans, strategies, and other more detailed elements of presidential campaigning from the first stirrings of the American democratic process to the first decade of the 21st century. Volumes Two and Three provide chronological accounts of every presidential campaign since the ratification of the Constitution through the campaign of 2008, with Volume Two covering the campaign of 1788–89 to the campaign of 1908, and Volume Three covering the campaign of 1912 to the campaign of 2008.

Political Persuaders

From band posters stapled to telephone poles to the advertisements hanging at bus shelters to the inspirational prints that adorn office walls, posters surround us everywhere—but do we know how they began? Telling the story of this ephemeral art form, Elizabeth E. Guffey reexamines the poster's roots in the nineteenth century and explores the relevance they still possess in the age of digital media. Even in our world of social media and electronic devices, she argues, few forms of graphic design can rival posters for sheer spatial presence, and they provide new opportunities to communicate across public spaces in cities around the globe. Guffey charts the rise of the poster from the revolutionary lithographs that papered nineteenth-century London and Paris to twentieth-century works of propaganda, advertising, pop culture, and protest. Examining contemporary examples, she discusses Palestinian martyr posters and West African posters that describe voodoo activities or Internet con men, stopping along the way to uncover a rich variety of posters from the Soviet Union, China, the United States, and more. Featuring 150 stunning images, this illuminating book delivers a fresh look at the poster and offers revealing insights into the designs and practices of our twenty-first-century world.

Presidential Campaigns, Slogans, Issues, and Platforms [3 volumes]

To what extent are the techniques of campaigning and media management critical to the outcome of modern elections? This book brings together a group of leading scholars to provide a comprehensive analysis of the role and impact of political communications during election campaigns. They set the context of election campaigning in Britain, and the methodology used to understand media effects, review party strategies and resulting media coverage, and draw together evidence of the impact of the 1997 British General Election campaign, analyzing how far television and the press media influenced the public's civic engagement, agenda priorities, and party preferences.

Posters

Offering comprehensive coverage for those examining Civil War propaganda, this volume provides a broad analysis of efforts by both Union and Confederate sides to influence public opinion of America's deadliest conflict. This illuminating reference work contains excerpts from roughly 100 individual pieces of propaganda generated during the American Civil War in the North and the South, as well as contextual analysis to assist readers in understanding its utility, importance, and effect. It includes written arguments, staged photographs, and political cartoons, all of which were used to advance one side's objectives while undermining the enemy's. This helps readers to understand the underlying arguments of each side as well as the willingness of each to distort the truth for political, military, or economic advantage. This book is organized chronologically, allowing readers to understand how propaganda developed and expanded throughout the war. It includes a chapter dedicated to each of the war years (1861–1865), an antebellum chapter, and a postwar chapter. Each document comprised in the volume includes an analysis of the significance and effectiveness of the piece and guides readers to examine it with a critical eye. The original source documents remain in their original verbiage, including common spelling errors and other interesting aspects of 19th-century communication.

On Message

Obecno[plakatów wyborczych jest elementem rytuaBu demokracji. Nale| one do współCzesnej ikonosfery, s traktowane jako irtuj cy, ale konieczny rekwizyt demokratycznego spektaklu. Czas ich lycja w przestrzeni publicznej jest krótki – pojawiaj si w kampaniach wyborczych zaledwie na kilka tygodni. Po ich zakoDczeniu s usuwane przez nadawców (zgodnie z przepisami powinno to nast pi w ci gu 30 dni od ogBoszenia wyniku wyborów), zaklejane nast pnymi reklamami albo zdzierane w cz [ci b dz w caBo[ci prze konkurencj polityczn lub publiczno[. Ze wst pu Autorka stara si nie traci z pola widzenia gBównej idei, il [wiat, w którym lujemy, jest rzeczywisto[ci nastawion na interpretacj , a wi c sens semiosfery wynika z wzajemnego sprz lenia nadawczo-odbiorczego teksto-obrazów, wśród których upBywa nasze lycie zwane „uczestnictwem w kulturze”. Z recenzji prof. Wojciecha Burszty Autorka poddaje analizie zarówno znaki i symbole graficzne obecne na plakatach, jak ich j zyk. Zwraca uwag ,le ów „test wyborczy” podlegaB ewolucji wraz ze zmianami zachodz cymi w demokratycznym lyciu publicznym. Od odwoBaD do najszerszej wspólnoty narodowej, której desygnatem byBa odmieniana w 1989 r. przez wszystkie przypadki „Polska”, poprzez wyodr bnienie stanowisk poszczególnych siB politycznych reprezentuj cych konkretne warto[ci i wskazywanie ich wroga, do komunikatów maksymalnie ogólnych, nastawionych na pozyskanie jak najszerzego poparcia dla haseB, które trudno zakwestionowa . Z recenzji dr. hab. Jana SkórzyDskiego

Propaganda from the American Civil War

Islamic State's Online Activity and Responses provides a unique examination of Islamic State's online activity at the peak of its "golden age" between 2014 and 2017 and evaluates some of the principal responses to this phenomenon. Featuring contributions from experts across a range of disciplines, the volume examines a variety of aspects of IS's online activity, including their strategic objectives, the content and nature of their magazines and videos, and their online targeting of females and depiction of children. It also details and analyses responses to IS's online activity – from content moderation and account suspensions to informal counter-messaging and disrupting terrorist financing – and explores the possible impact of technological developments, such as decentralised and peer-to-peer networks, going forward. Platforms discussed include dedicated jihadi forums, major social media sites such as Facebook, Twitter, and YouTube, and newer services, including Twister. Islamic State's Online Activity and Responses is essential reading for researchers, students, policymakers, and all those interested in the contemporary challenges posed by online terrorist propaganda and radicalisation. The chapters were originally published as a special issue of Studies in Conflict & Terrorism.

Usun do 30 dni

Islamic State's Online Activity and Responses