

# The 1992 Presidential Campaign

A Communication  
Perspective

Edited by  
Robert E. Denton, Jr.

# 1992 Presidential Campaign A Communication Perspective

**William L. Benoit**



## **1992 Presidential Campaign A Communication Perspective:**

*The 1992 Presidential Campaign* Robert E. Denton,1994-07-30 Considers the 1992 presidential campaign from a communication perspective examining the nomination conventions the debates political advertising electronic town hall meetings and the role and impact of the media     **Praeger Handbook of Political Campaigning in the United States** William L. Benoit,2016-02-22 This work peels back the curtain on how political campaigns influence America covering everything from social media to getting to the Oval Office This comprehensive handbook reveals essentially everything the American public wants to know about political campaigns The two volume set begins with a historical overview then goes on to investigate campaigns from a variety of perspectives that shed light on how they work and why Readers will discover how campaigns are run how they re covered by the media how they influence government and how various interest groups and demographics play a part in the system The contributors who include academics elected officials journalists and campaign professionals offer new data interviews and analysis in a style that will prove fresh accessible and engaging for everyone from college students to political junkies They offer the inside scoop on types of campaign media for example TV spots debates and social media and on message variables such as language humor and evidence Groups of voters like women and youth are examined and the work also discusses theories of campaigning such as agenda setting issue ownership the Elaboration Likelihood Model and the Theory of Reasoned Action Scandal in American political campaigns always a subject of interest is addressed as well     Political Campaign Communication Robert E. Denton Jr.,Ben Voht,Judith S. Trent,Robert V. Friedenber,2023-11-20 The tenth edition of Political Campaign Communication Principles and Practices provides a clear and thorough survey of the strategic decisions vital to the success of contemporary political campaigns The authors draw on a host of examples involving political campaigns at local statewide and national levels to illustrate all aspects of campaign communication from forms of public address to buttons yard signs and billboards to traditional media and the use of internet and social media platforms Throughout the volume they draw on communication theories to clearly explain contemporary political campaign practices Updated to reflect the most recent practices and events from the 2020 presidential campaign the book also considers journalistic practices and ethical considerations of today Features of the tenth edition Includes examples and data from the 2020 election cycleUpdated and expanded discussion of social media platforms and practicesIncreased art and graphics program to engage students and increase information retentionExpanded discussion of the history practice and state of journalism todayNew chapter on local elections and offices     The 1992 Presidential Campaign Robert E. Denton Jr.,1994-07-12 Considers the 1992 presidential campaign from a communication perspective examining the nomination conventions the debates political advertising electronic town hall meetings and the role and impact of the media     **Presidential Campaign Communication** Craig Allen Smith,2010-03-15 Major textbook introduction to the ways that the people of the US use the process of human communication to select their Presidents Looks

at the function and effects of talk about American presidential politics in everyday life      **Bush Versus Kerry** William L. Benoit,2007 Bush versus Kerry analyzes the 2004 presidential campaign using the functional theory of political campaign communication After an introduction and explication of political campaign communication theory chapters investigate the content of candidate messages for example television spots debates webpages and acceptance addresses and media coverage of the campaign      *Political Campaign Communication* Judith S. Trent,Robert V. Friedenberg,2008 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 Friedenberg s 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 and is thoroughly researched insightful and is a reader friendly text      Honor and Loyalty Leslie D. Feldman,Rosanna Perotti,2002-12-30 This collection examines the political themes and strategies utilized by candidate Bush in 1988 and President Bush in 1992 as told by the actual players as well as presidential and political scholars Also considered are the role of the Vice President the Cabinet relations with Congress and the Supreme Court the presidency and the media and the role of the First Lady This volume focuses on the political world inside the Bush White House Domestic political actors and institutions such as the vice president chief of staff Congress and the Supreme Court all interact to create a president s political world In George Bush s inaugural speech he spoke of the keys to success saying these ideas are timeless duty sacrifice commitment These themes are seen by many of the writers in the collection as characterizing the political world of George Bush Equal consideration is given to the political themes and strategies utilized by candidate Bush in 1988 and President Bush in 1992 Also considered are the role of the Vice President the Cabinet relations with Congress and the Supreme Court the presidency and the media and the role of the First Lady Essential reading for scholars and other researchers of the Bush presidency and American history of the late 1980s      Notable Speeches in Contemporary Presidential Campaigns Robert V. Friedenberg,2002-03-30 Friedenberg examines William Henry Harrison s first ever speech by an American presidential candidate on behalf of his own candidacy as a prelude to the detailed examination of notable contemporary campaign speeches Key speeches by John F Kennedy Barry Goldwater Richard Nixon Ronald Reagan Bill and Hillary Clinton and George W Bush are analyzed      **Images, Scandal, and Communication Strategies of the Clinton Presidency** Robert E. Denton (Jr.),Rachel L. Holloway,2003-04-30 Table of contents      **The 2020 Presidential Campaign** Robert E. Denton Jr.,2021-06-10 As he has done for each presidential campaign since 1992 Robert E Denton Jr gathers a diverse collection of communications scholars to analyze specific areas of the most recent campaign season Topics include early campaign rhetoric the nomination process and conventions candidate strategies presidential debates political advertising the use of new media and coverage of the campaigns This volume looks at the 2020 presidential campaign from

three perspectives The first section addresses the major political campaign communication areas including pre primary candidate surfacing the conventions the debates political advertising social media and news coverage of the campaign The second section includes two unique perspectives on political branding and the politics of food in the 2020 campaign The final section of the volume provides the broad overviews of campaign spending and finance as well as the national perspective of explaining the vote Thus the chapters cluster around the themes of campaign communication studies of unique or special topics relevant to the campaigns and the overall election

**Campaign 2000** William L. Benoit, 2003-09-29 Campaign 2000 applies the functional theory of political campaign discourse analyzing how messages acclaim attack or defend to several different forms of campaign communication in the 2000 U S presidential primary and general election These forms include political advertisements on television and radio debates television talk show appearances campaign web pages and convention speeches by candidates and their spouses The authors also look at the election outcomes and explore lessons to apply to future campaign discourse

**The Third Agenda in U.S. Presidential Debates** Diana B. Carlin, 2009 This book examines recent U S presidential debates from the perspective of television viewers who watched the encounters first hand Through a national program DebateWatch tens of thousands of viewers provided feedback to the debate sponsors the campaigns and the media following the 1996 2000 and 2004 presidential debates These focus groups along with surveys and emails allowed viewers to lay out a concise third agenda for the debates the public s one in which comparisons could be drawn between their own interests and that of the media and the candidates themselves

**Argumentation and Advocacy**, 2004

**Posters, Propaganda, and Persuasion in Election Campaigns Around the World and Through History** Steven A. Seidman, 2008 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

**Political Discourse and Democratization** Lin-Lee Lee, 2000

**Images, Issues, and Attacks** E. D. Dover, 2006-10-11 Images Issues and Attacks explores important differences between incumbents and challengers in the uses of televised advertising in modern presidential elections Elections since 1956 can be divided into three categories elections with strong incumbents the incumbent wins elections with weak incumbents the incumbent loses and elections with surrogate incumbents the vice president runs Incumbent and

challenger advertising emphasizes personal imagery links the imagery to specific issues and attacks rivals for opposing those images and issues The first part of the book describes how incumbents and challengers used these themes in the elections from 1980 to 2000 The second part applies those findings to the 2004 election and shows how George W Bush presented himself as a strong incumbent and how he and his challengers varied their mix of images issues and attacks over different periods of the election campaign

*Communication Theories: Perspectives, Processes, and Contexts* Katherine Miller, 2005 Providing a current and comprehensive discussion of influential theories in communication this text portrays the strengths and weaknesses of each theory Communication Theories helps students see where these theories fit in the broad scheme of social inquiry and generally guides students in the evaluation and critique of theories in order to reach a more sophisticated level of understanding Although it emphasizes theories developed by communication scholars Communication Theories also includes work developed outside the field that has strongly influenced the work of communication scholars The second edition has been completely updated to include new or enhanced coverage of post colonialism critical race theory new generation social penetration theory and mass media reception theory

*Political Commentators in the United States in the 20th Century* Dan D. Nimmo, Chevelle Newsome, 1997-04-22 Devoid of technical jargon this bio critical sourcebook is a unique accounting of the careers of significant political commentators of the 20th century including print and broadcast journalists scholars and political consultants It offers insights into the rise and demise of political commentary and future possibilities for an informed citizenry In 40 separate bio critiques covering 42 of the 20th century s most significant political commentators this book traces the evolution of technical political commentary through four phases the didactic phase of commentary via the newspaper columnist 1914 1928 the interpretive phase associated with broadcast commentary during the golden age of radio 1929 1948 the entertainment phase of the TV era 1949 1980 and the opinionated phase ushered in by the diversification and proliferation of targeted communications media in the final two decades of the century The volume describes in detail the achievements and failures of each communicator s career in contributing to the rise and demise of political commentary across the four phases of development

[A Century of Transformation](#) Eastern Communication Association, 2010 A Century of Transformation Studies in Honor of the 100th Anniversary of the Eastern Communication Association celebrates the anniversary of communication as a formally organized professional academic discipline To mark this occasion the Eastern Communication Association has compiled a volume of essays examining the many different aspects of the discipline its history and its future The only book of its kind this landmark anthology covers a multitude of topics including approaches to studying communication reviews of the current status of the discipline s major branches and transformations that the field has experienced throughout its 100 year history Edited by James W Chesebro this volume contains essays written by venerable researchers and professors alongside selections from some of the field s upcoming leaders Intended to serve as an analysis of both the past and future of the communication discipline A Century of

Transformation is a valuable resource for capstone courses in communication. It is also captivating reading for anyone interested in the history, growth, and development of the discipline.

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## **Table of Contents 1992 Presidential Campaign A Communication Perspective**

1. Understanding the eBook 1992 Presidential Campaign A Communication Perspective
  - The Rise of Digital Reading 1992 Presidential Campaign A Communication Perspective
  - Advantages of eBooks Over Traditional Books
2. Identifying 1992 Presidential Campaign A Communication Perspective
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an 1992 Presidential Campaign A Communication Perspective
  - User-Friendly Interface
4. Exploring eBook Recommendations from 1992 Presidential Campaign A Communication Perspective
  - Personalized Recommendations
  - 1992 Presidential Campaign A Communication Perspective User Reviews and Ratings
  - 1992 Presidential Campaign A Communication Perspective and Bestseller Lists

## 1992 Presidential Campaign A Communication Perspective

---

5. Accessing 1992 Presidential Campaign A Communication Perspective Free and Paid eBooks
  - 1992 Presidential Campaign A Communication Perspective Public Domain eBooks
  - 1992 Presidential Campaign A Communication Perspective eBook Subscription Services
  - 1992 Presidential Campaign A Communication Perspective Budget-Friendly Options
6. Navigating 1992 Presidential Campaign A Communication Perspective eBook Formats
  - ePub, PDF, MOBI, and More
  - 1992 Presidential Campaign A Communication Perspective Compatibility with Devices
  - 1992 Presidential Campaign A Communication Perspective Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of 1992 Presidential Campaign A Communication Perspective
  - Highlighting and Note-Taking 1992 Presidential Campaign A Communication Perspective
  - Interactive Elements 1992 Presidential Campaign A Communication Perspective
8. Staying Engaged with 1992 Presidential Campaign A Communication Perspective
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers 1992 Presidential Campaign A Communication Perspective
9. Balancing eBooks and Physical Books 1992 Presidential Campaign A Communication Perspective
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection 1992 Presidential Campaign A Communication Perspective
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine 1992 Presidential Campaign A Communication Perspective
  - Setting Reading Goals 1992 Presidential Campaign A Communication Perspective
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of 1992 Presidential Campaign A Communication Perspective
  - Fact-Checking eBook Content of 1992 Presidential Campaign A Communication Perspective
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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