

The Paradox of Mass Politics

KNOWLEDGE AND OPINION
IN THE AMERICAN ELECTORATE

W. Russell Neuman

The Paradox Of Mass Politics Knowledge And Opinion In The American Electorate

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The Paradox of Mass Politics W. Russell Neuman, 1986 A central current in the history of democratic politics is the tensions between the political culture of an informed citizenry and the potentially antidemocratic impulses of the larger mass of individuals who are only marginally involved in the political world Given the public's low level of political interest and knowledge it is paradoxical that the democratic system works at all In *The Paradox of Mass Politics* W Russell Neuman analyzes the major election surveys in the United States for the period 1948-1980 and develops for each a central index of political sophistication based on measures of political interest knowledge and style of political conceptualization Taking a fresh look at the dramatic findings of public apathy and ignorance he probes the process by which citizens acquire political knowledge and the impact of their knowledge on voting behavior The book challenges the commonly held view that politically oriented college educated individuals have a sophisticated grasp of the fundamental political issues of the day and do not rely heavily on vague political symbolism and party identification in their electoral calculus In their expression of political opinions and in the stability and coherence of those opinions over time the more knowledgeable half of the population Neuman concludes is almost indistinguishable from the other half This is in effect a second paradox closely related to the first In an attempt to resolve a major and persisting paradox of political theory Neuman develops a model of three publics which more accurately portrays the distribution of political knowledge and behavior in the mass population He identifies a stratum of apoliticals a large middle mass and a politically sophisticated elite The elite is so small less than 5 percent that the beliefs and behavior of its members are lost in the large random samples of national election surveys but so active and articulate that its views are often equated with public opinion at large by the powers in Washington The key to the paradox of mass politics is the activity of this tiny stratum of persons who follow political issues with care and expertise This book is essential reading for concerned students of American politics sociology public opinion and mass communication

Mass Politics In The People's Republic Alan P.L. Liu, 2019-03-04 Exploring the crucial link between state and society in the People's Republic of China PRC this book analyzes the interaction between the Chinese Communist Party and the country's major social groups It explores how public opinion contributes to a mass political culture in China

The ^APolitics of Truth in Polarized America David C. Barker, Elizabeth Suhay, 2021-05-18 This volume provides the first comprehensive empirical examination of the politics of truth its context causes and potential correctives Combining insights from the fields of political science political theory communication and psychology the experts in this volume draw compelling if sometimes competing conclusions regarding this rising democratic threat

Campaigning Online : The Internet in U.S. Elections Santa Barbara Bruce Bimber Associate Professor of Political Science University of California, Richard Davis Professor of Political Science Brigham Young University, 2003-08-14 The Internet is now a part of American democracy A majority of Americans are online and many of them use the Internet to learn political information and to follow election campaigns Candidates now invest

heavily in Web and e mail campaign communication tools in order to reach prospective voters as well as to communicate with journalists potential donors and political activists How are their efforts paying off Are voters influenced by what they see on the Internet Do they use online resources to learn about issues and candidates that mainstream media are not covering Is the Internet empowering the shrinking electorate to return to the polls Campaigning Online answers these questions with a close up look at the dynamics of the 2000 election on the Internet Examining how candidates present themselves online and how voters respond to their efforts including measures of whether they learn from candidates web sites and whether their opinions are affected by what they see the authors present the first systematic depiction of the role of campaign web sites in American elections The authors paint a portrait of the voters side and the candidates side of campaigning on the Internet that has been unavailable so far They report on a wealth of new data and evidence drawn from national and state wide surveys laboratory experiments interviews with campaign staff and analysis of web sites themselves *The Dynamics of Political Communication* Richard M. Perloff, 2013-12-04 The Dynamics of Political Communication blends the drama excitement and chaos of politics with the extensive body of social science research that maps in detail the role of the communication media in our political life Maxwell McCombs University of Texas at Austin The effortlessness and accessibility with which this text walks the reader through theories current examples and exercises will also make it a very popular textbook for undergraduate courses I look forward to assigning it in my classes Dietram A Scheufele University of Wisconsin Madison Written in an easily accessible style and filled with timely and interesting examples this textbook would be a first rate addition to any introductory course on the topic Gadi Wolfsfeld Author of Making Sense of Media and Politics Five Principles in Political Communication an engaging and timely analysis of the central role of media in American politics The book provides multiple perspectives to stimulate critical thought and reflection Ann N Crigler University of Southern California Perloff has offered a systematic overview of the topic that allows us to make sense of the chaotic communication environment we are enveloped within A must read for anyone looking to introduce themselves to this important research area R Lance Holbert The Ohio State University What impact do news and political advertising have on us How do candidates use media to persuade us as voters Are we informed adequately about political issues Do 21st century political communications measure up to democratic ideals The Dynamics of Political Communication Media and Politics in a Digital Age explores these issues and guides us through current political communication theories and beliefs Author Richard M Perloff details the fluid landscape of political communication and offers us an engaging introduction to the field and a thorough tour of the discipline He examines essential concepts in this arena such as agenda setting agenda building framing political socialization and issues of bias that are part of campaign news Designed to provide an understanding and appreciation of the principles involved in political communication along with methods of research and hypothesis testing each chapter includes materials that challenge us by encouraging reflection on controversial matters and providing links to

online examples of real life political communication The text's companion website provides expanded resources for students as well as materials for instructors to use in the classroom The Dynamics of Political Communication immerses readers in contemporary events through its coverage of online campaigning effects of negative advertising issues of gender bias in campaign politics and image management strategies in the 2012 campaign It will prepare you to survey the current political landscape with a more critical eye and encourage a greater understanding of the challenges and occurrences presented in this constantly evolving field

The Electoral Challenge Stephen C. Craig, David B. Hill, 2010-07-27 What decides elections Is it the national economic condition voters partisan attachments or the campaigns that candidates run How much do campaigns matter Scholars and political consultants will give you different answers Stephen C Craig and David B Hill bring together the voices of both in this engaging volume now updated to include the volatile and groundbreaking 2008 campaigns and elections Each chapter features an essay from a top scholar in the field followed by a response from political consultants Contributors bring to bear the best literature and empirical evidence to determine what we know about the factors that drive election outcomes all while inviting students to join in the conversation

Hired to Fight, Hired to Win Dennis W. Johnson, 2015-06-26 When it comes to elections campaigns matter And despite the ever increasing role of volunteers and amateurs modern American political campaigns are a professional affair Understanding how they are run and how campaign strategies are set requires an in depth analysis of what political consultants do from opposition research to public opinion polling and from directing media strategies to mobilizing voters with fundraising a priority at all stages At all levels of the electoral arena modern sophisticated campaigns cannot hope to be effective without the guiding disciplines of professional consultants This thoroughly updated edition of Dennis W Johnson's classic text originally titled No Place for Amateurs highlights the growing importance of social media targeting and analytics Super PACs and dark money in a post Citizens United world

Women and the White House Justin S. Vaughn, Lilly J. Goren, 2012-11-30 As the first female vice president takes office this volume explores gender perceptions and the executive role An important impressive book Lane Crothers author of Globalization and American Popular Culture The president of the United States has traditionally served as a symbol of power virtue ability dominance popularity and patriarchy In recent years however a number of high profile female candidacies have provoked new interest in gendered popular culture and how it influences Americans perceptions of the country's highest political office In this timely volume editors Justin S Vaughn and Lilly J Goren lead a team of scholars in examining how the president and the first lady exist as a function of public expectations and cultural gender roles The authors investigate how the candidates messages are conveyed altered and interpreted in hard and soft media forums from the nightly news to daytime talk shows and from tabloids to the blogosphere They also address the portrayal of the presidency in film and television productions such as 1964's Kisses for My President and 2005's Commander in Chief With its strong multidisciplinary approach Women and the White House commences a wider discussion about the growing possibility

of a female president in the United States the ways in which popular perceptions of gender will impact her leadership and the cultural challenges she will face *The Political Battle of the Sexes* Leslie A. Caughell, 2016-03-25 Sex remains one of the most salient demographic dividing points in American politics today President Obama has women particularly unmarried women to thank for his re election victory The gender difference in voter support for the Democratic and Republican presidential candidates grew from twelve points in 2008 to eighteen points in 2012 This gender gap in candidate preference likely emerges because of gender gaps in policy preferences Yet despite much scholarly and popular interest in this topic the cause or causes of gender gaps in policy preference remain unclear The Political Battle of the Sexes Exploring the Sources of Gender Gaps in Policy Preferences examines gender gaps in policy preferences in the United States outlines their form and explores their causes This work makes four contributions to the literature on gender gaps First it provides the first comprehensive look at gender gaps across time and various issue areas completed since the 1980s Second it provides a theoretical framework for explaining the causes of gender gap emergence that incorporates both nature biology and nurture socialization and provides the basis with which to predict the attitudes on which gender gaps will likely emerge Third it explores the causes of gender gaps in foreign and social policy two of the policy domains where gender gaps continue to increase Finally it introduces a new way of conceptualizing biology based on emerging research in the hard sciences Studying gender gaps remains difficult Women comprise a very diverse group and are divided by far more factors than the sex categorization that unites them However electoral realities demand that scholars studying political behavior pay attention to sex based differences in political preferences Women exhibit consistent preference tendencies relative to men and women remain more likely to show up on Election Day than men As such gender gaps have substantial political and practical implications for women in the United States And while explaining their causes requires drawing from a wide array of fields ranging from biology to economics understanding the origins and consequences of gender gaps does much to further empirical research in public opinion and mass behavior **Failing to Win** Dominic D. P. Johnson, Dominic Tierney, 2009-07-01 How do people decide which country came out ahead in a war or a crisis In *Failing to Win* Dominic Johnson and Dominic Tierney dissect the psychological factors that predispose leaders media and the public to perceive outcomes as victories or defeats often creating wide gaps between perceptions and reality

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