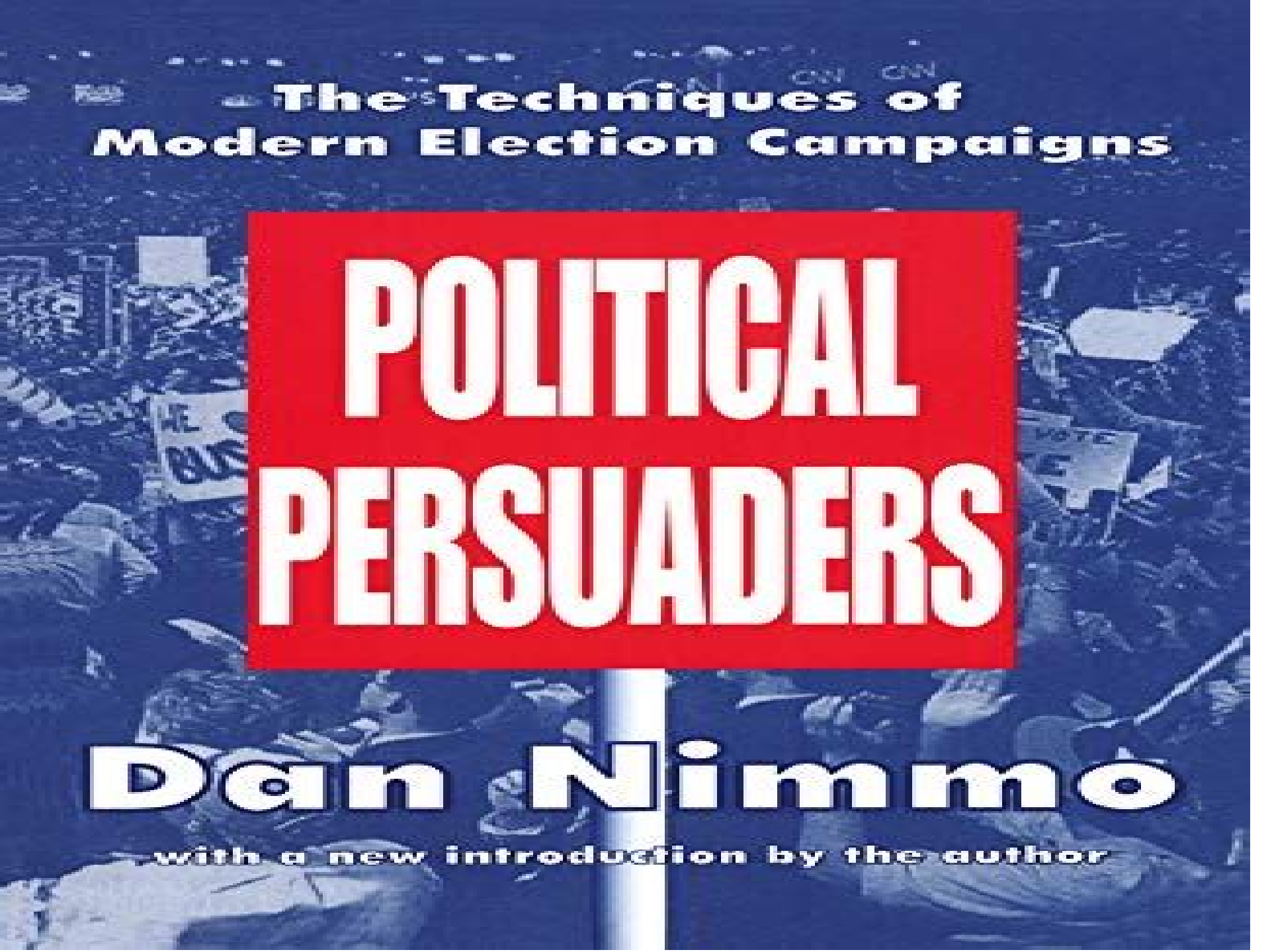




**The Techniques of
Modern Election Campaigns**

POLITICAL PERSUADERS

Dan Nimmo

with a new introduction by the author

The Political Persuaders The Techniques Of Modern Election Campaigns A Spectrum

J Dewey



The Political Persuaders The Techniques Of Modern Election Campaigns A Spectrum:

The Political Persuaders Dan D. Nimmo, 1970 Are political campaigns really important What do they actually accomplish Do campaigns bring significant political issues to the attention of voters or do they only try to sell the candidates Dan Nimmo considers these perplexing questions in his intriguing analysis of modern political campaigns He concludes that campaigns are crucial to our democratic election process but that they serve vastly different purposes than is commonly believed As Nimmo demonstrates the images of candidates may be more important than real issues or policies because professional campaign managers pollsters and media men increasingly direct all phases of modern election campaigns from book cover Parties; the Real Opportunity for Effective Citizen Politics John S. Saloma, Frederick H. Sontag, 1972

Writings on American History, 1962-73, 1985 This book provides a comprehensive listing of the book length works published from 1962 to 1973 that are relevant to the study of American history and is organized into a subject classification system This bibliography gives access to over 50 000 works on the history the geography and the political social and economic aspects of the United States its people its government and its institutions The entries cover the entire area now within the United States or under its jurisdiction ranging from prehistoric times to 1973 Introd *Public Affairs Bulletin*, 1970 American Book Publishing Record, 1977-03-31 Here s quick access to more than 490 000 titles published from 1970 to 1984 arranged in Dewey sequence with sections for Adult and Juvenile Fiction Author and Title indexes are included and a Subject Guide correlates primary subjects with Dewey and LC classification numbers These cumulative records are available in three separate sets *California Council for the Social Studies Review*, 1969 □□□□□□□□ □□□□□□□□

(Japan), 1978 **The Publishers' Trade List Annual**, 1979 **Paperbound Books in Print**, 1970 *The Publishers Weekly*, 1970 *Political Language and Rhetoric* Paul E. Corcoran, 1979 *The Anatomy of Consumerism* H.

RamHormozi, 2019 The Anatomy of Consumerism is a story of greed and obsession and consumption Of waste and environmental degradation Of destruction and despair It is the story of being human In this earnest account of a serious problem in which we are all implicated we come to terms with our collective obsession with material consumption The Anatomy of Consumerism tracks this consumption from the Industrial Revolution through a ravenous stretch of excessive production and acquisition all the way to our digital present a period during which we overconsume as a matter of course and visit irreparable damage on our natural environment as a result It is no wonder the consequences of human greed fester so hotly in debate among economists social scientists and environmentalists The Anatomy of Consumerism wades into this debate s center Law Books, 1876-1981 R.R. Bowker Company, 1981 **Bill of Rights Newsletter**, 1967 **Revue**

française de science politique, 1971 **The British National Bibliography Cumulated Subject Catalogue**, 1968

The British National Bibliography Arthur James Wells, 1970 *Op zoek naar charisma* Sjaak Toonen, 1992

Political Communication and Cognition D. Lilleker, 2014-07-29 Political Communication and Cognition draws on a range

of theories from communication psychology to explain how citizens receive communication about politics how communication might make a citizen think and importantly what stimulates political participation whether simply paying attention chatting online or going to vote *The Political Persuaders* Professor Dan Nimmo, Taylor & Francis Group, 2020-12-18 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*

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