

Political consultants and negative campaigning - the secrets of the pros

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Political Consultants and Negative Campaigning: The Secrets of the Pros

Nearly half 49% say the quality of political journalists has gotten worse in the time they have worked in politics; only 10% say it has gotten better. Although consultants say campaigns greatly influence the outcome of elections, few consultants believe their profession has much of an effect on the democratic process more broadly.

The Media's Role in Political Campaigns. ERIC Digest.

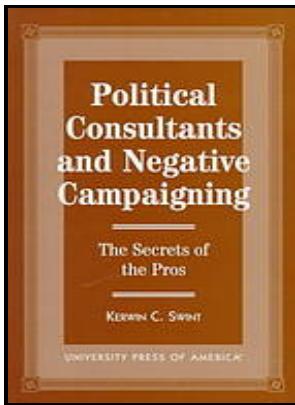
Some 42% of Democrats say scare tactics are acceptable, for example, compared to 29% of Republicans. Another 28% say media coverage contributes a fair amount.

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When asked about various factors which may contribute to voter cynicism,

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-Political consultants and negative campaigning - the secrets of the pros
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consultants place the most blame on the media. Various studies have indicated that a member of one race will answer questions from an interviewer of another race in such a way as to avoid alienating the interviewer.

Political Consultants and Negative Campaigning, Kerwin C Swint

One of the most closely-watched and controversial aspects of modern political campaigning is the use of negative, attack tactics. Democratic consultants place somewhat more importance on political beliefs than do their GOP counterparts 62% vs.



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