

Political consultants and negative campaigning - the secrets of the pros

University Press of America - SAGE Reference

Tags: #Political #Consultants #and
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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.

Political Consultants and Negative Campaigning: The Secrets of the Pros

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

Description: -

-

Mediterranean Sea -- Description and travel.

Meditations.

Municipal home rule.

Municipal government -- Iowa.

Fire

Childrens stories, American

Childrens 9-12 - Fiction - General

Fiction

Children: Grades 4-6

Literary recreations

Non-Classifiable

General

Thanksgiving Day.

Older people

Mental health services

Arts

Geriatric medicine

Gerontology

Therapeutic use

Medical / Nursing

Reference

United States -- Politics and government -- 1865-1933

Politics and government

Soviet Union

1985-1991

Congresses

German literature -- 20th century -- History and criticism.

World War, 1914-1918 -- Germany -- Literature and the war.

Counter-Reformation in art.

Michelangelo Buonarroti, 1475-1564.

Paris (France) -- Antiquities.

Excavations (Archaeology) -- France -- Paris.

Tombs -- France -- Paris.

Aeronautics -- Law and legislation -- Italy.

Inland navigation -- Law and legislation -- Italy.

Maritime law -- Italy.

Marston Moor, Battle of, England, 1644.

Civil law -- Germany (West) -- Examinations, questions, etc.

Architecture, Greek -- Dictionaries

Art, Greek -- Dictionaries

Georgia -- History -- Colonial period, ca. 1600-1775.

South Carolina -- History -- Colonial period, ca. 1600-1775.

Oxyacetylene welding and cutting.

Religion - Christian Life

Christianity - Discipleship

Christian Ministry - Discipleship

Christian Life - General

Rutland, Janetta Hughan Manners, Duchess of, d 1899.

California -- Economic policy.

Civil defense -- California.

World War, 1939-1945 -- California.

Education, Elementary -- Aims and objectives.

Negativism

Advertising, Political -- United States.

Political campaigns -- United States.

Political consultants -- United States. Political consultants and negative campaigning - the secrets of the pros

-Political consultants and negative campaigning - the secrets of the pros

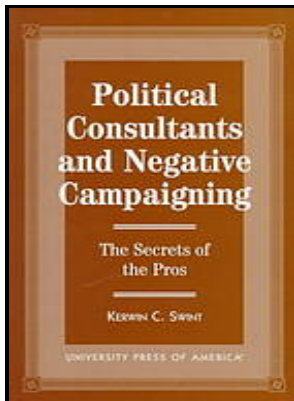
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This edition was published in 1998

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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