

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

University Press of America - Political Consultants and Negative Campaigning: The Secrets of the Pros by Kerwin C. Swint

Tags: #The #Media's #Role #in #Political #Campaigns. #ERIC #Digest.

## Don't Blame Us

Such a claim may or may not be true, and the question is not always so easy for the reader, viewer, or listener to evaluate. For Ford, initial reactions to issues played a larger role Oshagan, 1988. Political advertising is a much lower concern — only 32% of Americans said this bothers them very much.

## 楽天ブックス: Political Consultants and Negative Campaigning: The Secrets of the Pros

This factor outweighs political beliefs, money and political power.

## Political Consultants and Negative Campaigning, Kerwin C Swint

By a margin of three-to-one, political pros think that a weak message is a bigger barrier to electoral success than a weak

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

Notes: Includes bibliographical references (p. [167]-172) and index.

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campaigner. Ending soft money is even less popular with consultants.

## Don't Blame Us

And Democratic consultants are at least as likely as Republicans to say that criticizing an opponent, using scare tactics, and trying to suppress voter turnout are acceptable or, at worst, questionable tactics. The one idea a majority of GOP consultants do endorse is raising individual contributions — 54% say this is an excellent idea, compared to 30% of Democratic consultants. According to these political pros, the news media is the leading cause of voter cynicism today.





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