

Contents

<i>Acknowledgments</i>	xi
1 Political Communication in Action	1
The Origins of Political Communication, 1	
Contemporary Political Communication, 3	
Putting the Pieces Together, 3	
Outline of the Book, 6	
2 Defining Political Communication	15
The Steps in Political Communication, 17	
Settings for Political Communication, 17	
The Washington Political Communication Environment, 27	
Issue Advocacy, 35	
Conclusion, 37	
3 The Tools of Political Persuasion	39
One Message at a Time: A Rifle Shot, Not a Shotgun Blast, 41	
Repetition, 42	
Media Effects, 44	
Political Framing, 48	
Congressional Framing Wars, 53	
Framing Elections, 61	
Means-End Theory, 63	
Conclusion, 64	

4 Making Political Communication Effective	67
Use Plain Language: Simple, Direct, and Lots of Impact, 68	
Tell a Story, 69	
Millions, Billions, and Trillions, 70	
Make Connections, 71	
Cognitive Research: How Political Messages Are Received and Processed, 74	
Research and the Practice of Political Communication, 79	
Conclusion, 81	
5 Political Issues	83
The Role of Issues, 83	
Issues as Cues, 86	
Political Pressure and Changing Issue Perspectives, 89	
Issues as Symbols, 97	
Conclusion, 102	
6 Political Research and Communication Planning	105
Political Message Development, 106	
Targeting the Message, 108	
Tools of Political Research, 110	
Using the Right Research the Right Way, 119	
The Message Police, 120	
Voter Identification, 121	
Major Changes in Voter Identification and Targeting, 122	
The Future of Public Opinion Research: What's Ahead? 124	
Communication Planning, 126	
Helfert's Easy, Logical Planning Model for Elections, or HELP ME! 128	
Conclusion, 132	
7 Political Speeches	135
The Purpose and Practice of US Political Speeches, 136	
The Art of Speechwriting, 148	
Conclusion, 154	
8 Political Advertising and Television	157
TV Remains the Best Way to Reach the Most Voting Adults, 158	

Television Advertising: Lights! Camera! Politics! 159	
Radio: Alive and Well, 162	
Radio and Television Advertising Costs, 162	
The Importance of Emotion in Political Messages, 166	
Visual and Audio Imagery, 174	
Print Media: Reinforce the Message, Reinforce the Look, 175	
The Power of Negative Ads, 177	
Conclusion, 183	
9 Political Communication in the Internet Age	187
Politicians Log On, 188	
From Block Walking to Data Mining, 192	
Social Media, 199	
Mobile Apps: Good News and Bad News, 202	
The 2016 Presidential Campaign, 203	
Online Communication: Still Only Part of a Winning Campaign Strategy, 206	
Online Policy Communication, 207	
Online Issue Advocacy, 209	
Conclusion, 210	
10 Communicating Through the News Media	213
The Power Relationship Between Politicians and the News Media, 214	
Communicating Political Messages to the Media, 216	
The Importance of Media Relations in Political Communication, 219	
Opinion in the News Media, 222	
News Media's Changing Role in Political Communication, 227	
Conclusion, 237	
11 Communication in an Age of Partisanship	239
Partisanship and Political Communication, 241	
Partisanship and the Media, 243	
Media Elites and the "Lame-Stream" Media, 247	
The Impact of Partisanship on American Society, 248	
Conclusion, 249	

12 Crisis Communication	251
Crises Are Inevitable, 251	
Managing Crisis Communication: Be Prepared, 259	
Crisis Communication in the Digital World, 263	
Conclusion, 264	
13 The Ethical Line in Political Communication	267
Spin, 268	
Propaganda, 272	
Lies, 276	
Conclusion, 281	
<i>Suggested Readings</i>	283
<i>Index</i>	287
<i>About the Book</i>	305