

Reading List M13326 Political Campaigning in the US

Week 2: Power and Limits of Election Campaigns

Compulsory Readings:

Druckman, J. N. (2004). Priming the Vote: Campaign Effects in a US Senate Election. *Political Psychology*, 25, 4, 577-594.

Arceneaux, K. (2006). Do Campaigns Help Voters Learn? A Cross-National Analysis, *British Journal of Political Science*, 36, 1, 159-173.

Hillygus, D. S. & Jackman, S. (2003). Voter Decision Making in Election 2000: Campaign Effects, Partisan Activation, and the Clinton Legacy. *American Journal of Political Science*, 47, 4, 583-596.

Week 3: Changing Nature of Election Campaigns

Compulsory Readings:

Gibson, R. & Römmele, A. (2009). Measuring the Professionalization of Political Campaigning. *Party Politics*, 15, 3, 265-293.

Cacciotto, M. M. (2017). Is Political Consulting Going Digital? *Journal of Political Marketing*, 16, 1, 50-69.

Kreiss, D. & Jasinski, C. (2016). The Tech Industry Meets Presidential Politics: Explaining the Democratic Party's Technological Advantage in Electoral Campaigning, 2004-2012. *Political Communication*, 33, 4, 544-562.

Week 4: Political Advertising and MicroTargeting

Compulsory Readings:

Ridout, T. N., Franz, M., Goldstein, K. M., & W. J. Feltus (2012). Separation by Television Program: Understanding the Targeting of Political Advertising in Presidential Elections. *Political Communication*, 29, 1, 1-23.

Gimpel, J., Kaufmann, K. & Pearson Merkwowitz, S. (2007). Battleground States versus Blackout States: The Behavioral Implications of Modern Presidential Campaigns. *The Journal of Politics*, 69, 3, 786-797.

Elder, E. & Philips, J. B. (2017). Appeals to the Hispanic Demographic: Targeting through Facebook Autoplay Videos by the Clinton Campaign during the 2015/2016 Presidential Advertising Primaries. *Journal of Political Marketing*, 16, 3-4, 319-342.

Week 5: Issue and Candidate Marketing

Sigelman, L. & Buell, E. H. (2004). Avoidance or Engagement? Issue Convergence in US Presidential Campaigns, 1960-2000. *American Journal of Political Science*, 48, 4, 650-661.

Waldman, P. & K. H. Jamieson (2003). Rhetorical Convergence and Issue Knowledge in the 2000 Presidential Election. *Presidential Studies Quarterly*, 33, 1, 145-163.

Carmines, E. G., Ensley, M. J. & Wagner, M. (2016). Ideological Heterogeneity and the Rise of Donald Trump. *The Forum*, 14, 4, 385-397.

Fortunato, D., Hibbing M. V. & Mondak, J. H. (2018). The Trump Draw: Voter Personality and Support for Donald Trump in the 2016 Republican Nomination Campaign. *American Politics Research*, 1-26.

Week 6: Appealing to Emotions

Compulsory Readings:

Jerit, J. (2004). Survival of the Fittest: Rhetoric during the Course of an Election Campaign. *Political Psychology*, 25, 4, 563-575.

Ridout, T. N. & Searles, K. (2011). It's My Campaign I'll Cry if I Want to: How and When Campaigns Use Emotional Appeals. *Political Psychology*, 32, 3, 439-458.

Redlawsk, D. P., Roseman, I. J., Mattes, K. & Katz, S. (2018). Donald Trump, contempt, and the 2016 GOP Iowa Caucuses. *Journal of Elections, Public Opinion and Parties*, 28, 2, 173-189.

Week 7: Minority Candidates Running For Office

Compulsory Readings

Herrnson, P. S., Lay, J. C. & Stokes, A. K. (2003). Women Running "as Women": Candidate Gender, Campaign Issues, and Voter-Targeting Strategies. *The Journal of Politics*, 65, 1, 244-255.

Redlawsk, D. P., Tolbert, C. J. & Franko, W. (2010). Voters, Emotions, and Race in 2008: Obama as the First Black President. *Political Research Quarterly*, 63, 4, 875-889.

Brescoli, V. L., T. G. Okimoto & Vial, A. C. (2018). You've Come a Long Way... Maybe: How Moral Emotions Trigger Backlash Against Women Leaders. *Journal of Social Issues*, 74 (1), 144-164.

Setzler, M. & Yanus, A. B. (2018) Why Did Women Vote for Donald Trump?, *P.S.: Political Science & Politics*, 524-527.

Week 8: Attacking the Opponent

Compulsory Readings

Lau, R. R., Sigelman, L. & Rovner, I. B. (2007). The Effects of Negative Political Campaigns: A Meta-Analytic Reassessment. *Journal of Politics*, 69, 1167-1209.

Gross, J. H. & Johnson, K. T. (2015). Twitter Taunts and Tirades: Negative Campaigning in the Age of Trump. *Elections in Focus*, 49, 4, 748-754.

Sobieraj, S. & Berry, J. M. (2011). From Incivility to Outrage: Political Discourse in Blogs, Talk Radio, and Cable News. *Political Communication*, 28, 1, 19-41.

Week 9: (Mis) information and Social Media

Compulsory Readings

Hochschild, J. L. & Einstein, K. L. (2015). Do Facts Matter? Information and Misinformation in American Politics. *Political Science Quarterly*, 130, 4, 585-624.

Nyhan, B. & Reif, J. (2010). When Corrections Fail: The Persistence of Political Misperception. *Political Behaviour*, 32, 303-330.

Shin, J., Jian, L., Driscoll, K. & Bar, F. (2016). Political rumoring on Twitter during the 2012 US presidential election: Rumor diffusion and correction, *New Media & Society*, 19, 8, 1214-1235

Week 10: Election News Coverage

Compulsory Readings:

Dunaway, J. (2008). Markets, Ownership and the Quality of Campaign News Coverage. *The Journal of Politics*, 70, 4, 1193-1202.

Iyengar, S. & Hahn, K. S. (2009). Red media, blue media: Evidence of ideological selectivity in media use. *Journal of Communication*, 59, 19-39.

Lawrence, R. G. & Boydston, A. E. (2017). What We Should Really Be Asking About Media Attention to Trump, *Political Communication*, 32, 1, 150-153.

Benoit, W. (2017). Image Repair on the Donald Trump "Access Hollywood" Video: "Grab Them by the P*ssy". *Communication Studies*, 68, 3, 243-259.

Week 11: Televised Election Debates

Compulsory Readings:

Turcotte, J. (2015). The News Norms and Values of Presidential Debate Agendas: An Analysis of Format and Moderator Influence on Question Content.. *Mass Communication and Society*, 18, 3, 239-258.

Brubaker, J. & Hanson, G. (2009). The Effect of Fox News and CNN's Postdebate Commentator Analysis on Viewers' Perceptions of Presidential Candidate Performance. *Southern Communication Journal*, 74, 4, 339-351.

Stewart, P. A, A. D. Eubanks & Miller, J. (2016). "Please Clap": Applause, Laughter, and Booming during the 2016 GOP Presidential Primary Debates. *PS: Political Science & Politics*, 49, 1, 696-700.

Week 12: Wrapping Up