Noting that the study of communication in political settings is an increasingly popular and important area of teaching and research in many disciplines, this 51-item annotated bibliography reflects the interdisciplinary nature of the field and is designed to incorporate varying approaches to the subject matter. With few exceptions, the books and journal articles included in the annotated bibliography are drawn from the 1950-84 period, reflecting the dominant role of mass media, particularly television, in the political process. (RS)
COMMUNICATION AND POLITICS
A Selected, Annotated Bibliography
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The study of communication in political settings is an increasingly popular and important area of teaching and research in many disciplines. This brief bibliography reflects the interdisciplinary nature of the field and is designed to incorporate varying approaches to the subject matter, including works by political professionals as well as scholars. With few exceptions, the entries are drawn from the 1950-84 period and thus reflect the dominant role of mass media, particularly television, in the political process.


Atkin, Charles K., et al. "Quality versus Quantity in Televised Political Ads." Public Opinion Quarterly, 37 (1973), 209-24. Relying on a survey of voter exposure to television commercials in gubernatorial campaigns, the authors suggest that frequency of advertising can overcome selective exposure but that quality of attention is more important to learning than frequency of exposure.

Atkin, Charles K. "Communication and Political Socialization," Political Communication Review, 1 (Summer, 1975), 2-6. The author reviews early perspectives on political socialization and then describes more recent research indicating the increasing importance of mass communication as an agent of political socialization of children.

Blumler, Jay G., and McQuail, Denis. Television and Politics. Chicago: University of Chicago Press, 1969. This volume describes the methods and conclusions of an investigation of the role of television in the 1964 British general election. A major finding was that television helped increase the popularity of the Liberal Party.

Bormann, Ernest G.; Kroll, Becky Swanson; Watters, Kathleen; and McFarland, Douglas. "Rhetorical Visions of Committed Voters: Fantasy Theme Analysis of a Large Sample Survey," Critical Studies in Mass Communication, 1 (1984), 287-310. This study extends research using fantasy theme analysis by using a large sample survey to investigate the transferral of fantasies of media and candidates to the public.

Campbell, Angus, et al. The American Voter. New York: John Wiley and Sons, 1960. This landmark work developed the Survey Research Center's well-known model of voting behavior. Although communication variables do not receive much attention in the work, the findings are central to political communication research and theory.


Garramone, Gina M. "Issue versus Image Orientation and Effects of Political Advertising," Communication Research, 10 (1983), 59-76. In this study of the connection between motives and effects, the author finds that subjects instructed to watch political ads for particular reasons differed in their attention to and learning from the ads.

Gold, Ellen Reid. "Political Apologia: The Ritual of Self-Defense," Communication Monographs, 45 (1978), 306-16. This work describes the techniques and strategies used by politicians to defend themselves against attacks. ERIC EJ 201 008

Grabber, Doris A. Mass Media and American Politics. 2nd ed. Washington, D.C.: Congressional Quarterly, Inc., 1984. This book investigates topics such as media as institutions in the political system, the effects of news on individuals, the impact of media on a variety of political situations, and the trends in media policy.

Grabber, Doris A. "Press and TV as Opinion Resources in Presidential Campaigns," Public Opinion Quarterly, 40 (1976), 285-303. Content analysis of the coverage of the 1972 presidential campaign by newspapers and TV indicates that neither devotes much time or space to substantive issues, concentrating instead on campaign activities.

Hart, Roderick P. Verbal Style and the Presidency: A Computer-Based Analysis. Orlando, FL: Academic Press, 1984. Using a computerized analysis of presidential discourse, the author traces and compares the public speaking patterns of presidents from Truman through Reagan. The effects of mass media on speaking styles and the implications of patterns identified by the study are analyzed in terms of the nature of the presidency.


Joslyn, Richard A. "The Content of Political Spot Ads," Journalism Quarterly, 57 (1980), 92-98. This article reports a content analysis of political television ads and reveals that political TV ads have considerable substantive content. ERIC EJ 227 684

Kaid, Lynda Lee, and Sanders, Keith R. "Political Television Commercials: An Experimental Study of Type and Length," Communication Research, 5 (January, 1978), 57-70. This study compares the type (issue or image) and length (5-minute or 60-second) of political television commercials on candidate evaluation, recall of commercial content and likelihood of voting for the candidate. ERIC EJ 183 076


Among findings of this study of the 1940 presidential campaign were the identification of opinion leaders, existence of selective exposure, and the conclusion that high interest in the campaign results in high exposure to propaganda.

McCombs, Maxwell. "Agenda-Setting Research: A Bibliographic Essay," Political Communication Review, 1 (Summer, 1976), 1-7. The author reviews the empirical evidence for agenda-setting of the mass media and analyzes the theoretical models upon which future research may be based.

McCombs, Maxwell, and Shaw, Donald L. "The Agenda-Setting Function of the Mass Media," Public Opinion Quarterly, 36 (1972), 176-87. The high correlation found between issues stressed by the media during a presidential campaign and issues viewed as important by voters formed the basis for the agenda-setting model of mass communication effects.

Miller, Arthur H.; Goldenberg, Edie N.; and Erbring, Lutz. "Type-Set Politics: Impact of Newspapers on Public Confidence," American Political Science Review, 73 (March, 1979), 67-84. This study analyzes newspaper coverage of the president and finds a relationship between such coverage and the president's level of popularity.

Minow, Newton; Martin, John Bartlow; and Mitchell, Lee M. Presidential Television. New York: Basic Books, 1973. One of the first attempts to document presidential dominance of the news, this book argues that presidential access to television has far-reaching effects on the American political system.


Nimmo, Dan. The Political Persuaders. Englewood Cliffs, NJ: Prentice-Hall, 1970. A widely-used text on political persuasion, this well-documented book was one of the first to describe the influence of modern campaign techniques on elections.


Paletz, David L., and Entman, Robert M. Media Power Politics. NY: The Free Press, 1981. This book looks at the effects of the interaction between media institutions and powerholders, as well as the effects that the media have on the public.

Patterson, Thomas E., and McClure, Robert D. The Unseeing Eye: The Myth of Television Power in National Elections. NY: G.P. Putnam's Sons, 1976. Based on an extensive study of the 1972 presidential election, the authors found television news to be deficient in communicating information to voters. Contrary to popular expectations, television commercials actually provide voters with more meaningful information than does television news.


Sanders, Keith R.; Kaid, Lynda Lee; and Nimmo, Dan. Political Communication Yearbook, 1984. Carbondale, IL: Southern Illinois University Press, 1985. This first issue of the annual yearbook includes articles on research and perspectives in spiral of silence, computers and political communication, as well as other articles on the dimensions of political communication.


Simons, Herbert W.; Chesebro, James W.; and Orr, C. Jack. "A Movement Perspective on the 1972 Presidential Campaign," Quarterly Journal of Speech, 59 (1973), 163-79. This approach to the 1972 election considers the McGovern campaign as a social movement and analyzes alternative strategies which might have been employed.

Swanson, David. "The New Politics Meets the Old Rhetoric," Quarterly Journal of Speech, 58 (1972), 31-40. Swanson outlines major assumptions of the "new politics" of campaigning and criticizes the potential of traditional communication and voting behavior studies to contribute to greater understanding. Suggestions for future approaches are made. ERIC EJ 056 096


Trent, Judith, and Friedenberg, Robert V. Political Campaign Communication: Principles and Practices. NY: Praeger Publishers, 1983. This volume describes the various communication processes during a political campaign, such as communicative styles and strategies, role of mass media, public speaking, interpersonal communication, and the function of debates.

Weaver, David H.; Graber, Doris A.; McCombs, Maxwell E.; and Eyal, Chaim H. Media Agenda-Setting in a Presidential Election. NY: Praeger Publishers, 1981. This book presents an investigation of the agenda-setting effect during a presidential campaign. It explores the differences between interpersonal and community agendas, the differences among interest, issue, and image agendas, and it uses an extended time period of an entire election year to study the effects.

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