

1. Record Nr.	UNINA9910780250103321
Autore	Simon Adam F. <1965->
Titolo	The winning message : candidate behavior, campaign discourse, and democracy // Adam F. Simon [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2002
ISBN	1-107-12450-6 0-511-01997-1 1-280-41929-6 0-511-17650-3 0-511-15737-1 0-511-30449-8 0-511-61352-0 0-511-04444-5
Descrizione fisica	1 online resource (xvi, 181 pages) : digital, PDF file(s)
Collana	Communication, society and politics
Disciplina	324.7/0973
Soggetti	Politics, Practical - United States Political participation - United States Political campaigns - United States United States Politics and government
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references (p. 171-176) and index.
Nota di contenuto	Cover; Half-title; Series-title; Title; Copyright; Dedication; Contents; Figures; Tables; Acknowledgments; CHAPTER 1 Introduction; CHAPTER 2 Dialogue: A Standard for Campaign Discourse; CHAPTER 3 Understanding Campaigns: Background, Theory, and Methods; CHAPTER 4 The Ventriloquist's Hand: A Game-Theoretic Model of Campaigns; CHAPTER 5 Duck or Punch? Dialogue in a California Gubernatorial Election; CHAPTER 6 Dialogue and Its Effects in Contemporary American Elections; CHAPTER 7 Explaining and Predicting the Occurrence of Dialogue CHAPTER 8 Conclusion: Toward More Substantive Campaign Discourse Appendix A Analysis of the Model of Campaigns in Mass Elections; Appendix B Experimental Procedures; References; Index

## Sommario/riassunto

This study breaks new ground in investigating candidate behavior in American electoral campaigns. It centers on a question of equal importance to citizens and scholars: how can we produce better political campaigns? The project takes an innovative approach to answering this question by bringing together critical and empirical methods as well as game theory in a sophisticated yet readable text. The answer comes in four parts. First, Simon develops the idea of dialogue as a standard for evaluating political campaigns. Second, he shows that candidates' self-interest in winning leads them to avoid dialogue, that is substantive campaign discourse. Third, he demonstrates the beneficial effects produced by the little dialogue that actually occurs. Fourth, he pinpoints the forces responsible for these rare occurrences. The major lesson of this work is that campaign reform under its present guise will not bring about the more substantive campaigns that the public desires.

---