

Political Communication: Marketing and Politics
POLS 418
MWF 10:00-10:50

Drew Seib

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Goals

- ▶ Relationship between marketing and politics
- ▶ Sending messages
- ▶ Receiving messages

Before we get started...

- ▶ News?
- ▶ Schema
- ▶ Heuristic

Similarities and Differences

- ▶ Newman and Perloff (2004, p. 18) say that “the same principles that operate in the commercial marketplace hold true in the political marketplace.”
- ▶ What are the parallel analogies between marketing and political campaigns?
- ▶ How are marketing and political campaigns different?
- ▶ Much of Newman and Perloff’s argument about the relationship between marketing and politics focuses on political candidates. What is the analogy with voters and what are the similarities and differences?
- ▶ What are the similarities and differences between the “campaign marketplace” and “government marketplace”?

- ▶ In business, a popular motto is “the customer is always right.” In politics, is “the voter always right” and is this a motto for candidates to live by?
- ▶ Newman and Perloff argue that the media is the new party boss? How is power being transferred from parties to the media or is it?
- ▶ Newman and Perloff argue that it is marketing that is driving ideology in the US, not political parties. Why should we buy her argument and why should we reject it?

Communicator Effects

- ▶ What are some of the important characteristics of the communicator in order for the receiver (voter or consumer) to listen to the message and be persuaded?
- ▶ What might explain the differences between communication and political science research on communicator credibility?

Message Characteristics

- ▶ Subliminal Messages (video)
 - ▶ Where they trying to plant a subliminal message?
 - ▶ Bush's response to the ad: "The idea of putting subliminal messages into ads is ridiculous...One frame out of 900 hardly, in my judgment, makes a conspiracy."
 - ▶ As Newman and Perloff point out, subliminal political ads just don't work. However, its possible that this commercial might have had other effects. What other effects might this commercial have had?
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- ▶ Repeated exposure is important to political persuasion, but it may not work well on everyone. Who is most likely to be persuaded by repeated exposure?
 - ▶ Newman and Perloff note that "symbols are the stuff of politics, and appeals based on symbols and values are arguably the most influential of all political campaign messages."
 - ▶ What is the basis of the symbolic approach?
 - ▶ What are some examples of symbolic appeals today and what has been the public response? Are these appeals controversial?
 - ▶ Newman and Perloff note that inoculation is dependent on party id, education level, and the time interval separating inoculation and attack. How and why might these variables affect inoculation?

Receiver Characteristics

- ▶ What does it mean that voters process information selectively?
- ▶ What is the elaboration likelihood model (ELM)?
- ▶ How does high/low involvement affect how people process information?
- ▶ How do you think people tend to process information?
- ▶ What challenges does ELM pose for candidates under high or low involvement?

Micro-Paper 1

- ▶ One-two pages single-spaced, critical analysis of Mutz and Wojcieszak (2009).
- ▶ First paragraph-summarize the article (3-5 sentences).
 - ▶ What is the goal?
 - ▶ Where do the authors get their data?
 - ▶ What methods do the authors use?
 - ▶ What is the main conclusion?
- ▶ Body of the paper should talk about the strengths and weaknesses of the article.
 - ▶ It will be very helpful to draw on Graber's chapter in the Kaid book.
- ▶ The conclusion should propose ways to improve the authors' study.
- ▶ Due Monday, February 7, in class.