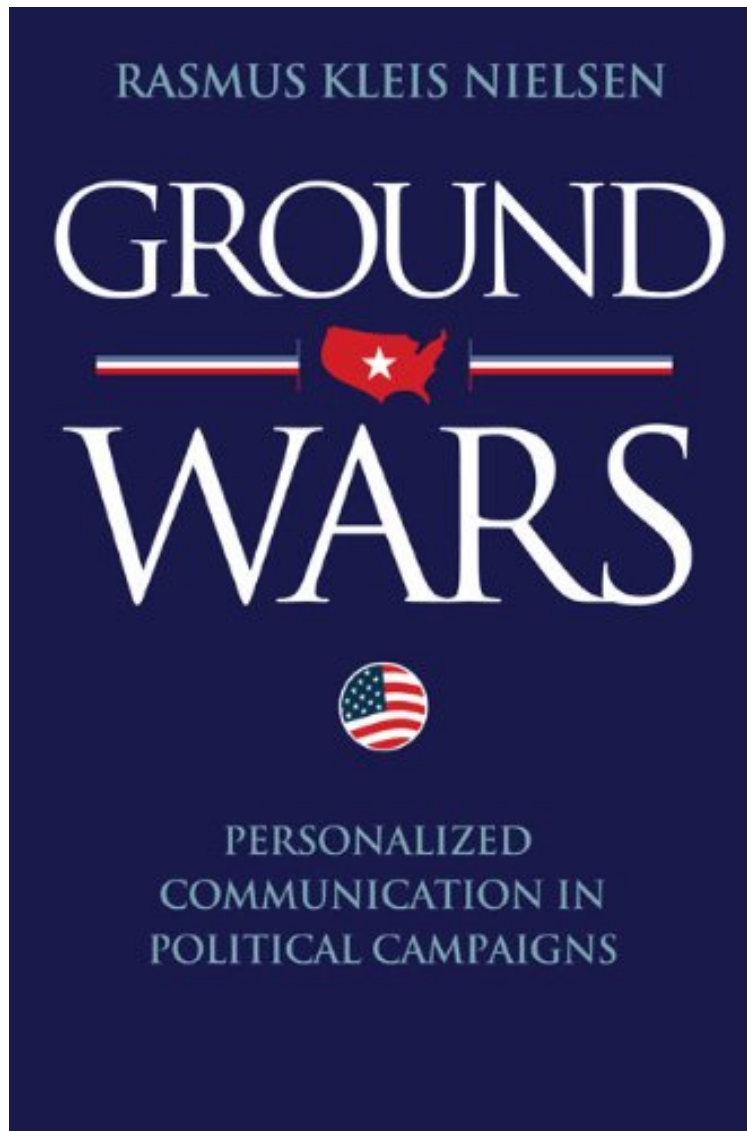


[Library ebook] Ground Wars: Personalized Communication in Political Campaigns

Ground Wars: Personalized Communication in Political Campaigns

Rasmus Kleis Nielsen

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Rasmus Kleis Nielsen : Ground Wars: Personalized Communication in Political Campaigns before purchasing it in order to gage whether or not it would be worth my time, and all praised Ground Wars: Personalized Communication in Political Campaigns:

0 of 0 people found the following review helpful. Campaigning 101By JJTo people with no experience in campaigns, this would probably be pretty insightful of some of the logistical issues. If you have any experience working or volunteering for a campaign, you can pass on this. You won't pick up anything major. (My suggestion would be to focus on Campaigns Elections for more useful information.)The book isn't terrible. There are some good nuggets of information in this. Unfortunately, it suffers (like many books about politics or business) from an author taking simple

concepts that don't need an explanation and then devoting paragraph upon paragraph to it. Honestly, this is really only suited for a political science class in college. (There's a reason why many of the reviewers are college professors or people not overly involved in campaigns.) If you feel the need to read it, wait for it to be \$5 or less.

Winner of the 2014 Doris Graber Award, given by the American Political Science Association to recognize the best book published on political communication in the last ten years. Political campaigns today are won or lost in the so-called ground war--the strategic deployment of teams of staffers, volunteers, and paid part-timers who work the phones and canvass block by block, house by house, voter by voter. *Ground Wars* provides an in-depth ethnographic portrait of two such campaigns, New Jersey Democrat Linda Stender's and that of Democratic Congressman Jim Himes of Connecticut, who both ran for Congress in 2008. Rasmus Kleis Nielsen examines how American political operatives use "personalized political communication" to engage with the electorate, and weighs the implications of ground war tactics for how we understand political campaigns and what it means to participate in them. He shows how ground wars are waged using resources well beyond those of a given candidate and their staff. These include allied interest groups and civic associations, party-provided technical infrastructures that utilize large databases with detailed individual-level information for targeting voters, and armies of dedicated volunteers and paid part-timers. Nielsen challenges the notion that political communication in America must be tightly scripted, controlled, and conducted by a select coterie of professionals. Yet he also quashes the romantic idea that canvassing is a purer form of grassroots politics. In today's political ground wars, Nielsen demonstrates, even the most ordinary-seeming volunteer knocking at your door is backed up by high-tech targeting technologies and party expertise. *Ground Wars* reveals how personalized political communication is profoundly influencing electoral outcomes and transforming American democracy.