



Campaigns on the Cutting Edge, 2nd Edition

Richard J Semiatin

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The evolution of the modern political campaign has taken us from television sets in the living room to wireless new media in the hands of voters. Reaching voters with targeted messages, candidates increasingly rely on consumer-driven techniques. What works at the national level can be tailored to work even more effectively at the individual level. Future campaigns will continue to make use of recent innovations like meetups, blogs, and Internet polling. Newer tactics such as fundraising on the web and get out the vote drives with microtargeting via Blackberrys and PDAs are changing the way candidates advertise, ask for money, interact with the media, coordinate with their party organizations, and make the most of interest group support. What, then, are the implications for the democratic process and governance? To help students make sense of how and why campaigns are changing, well-respected scholars and practitioners keep their focus on the horizon of campaigning and offer a cutting-edge look at what to expect in the 2008 elections and beyond.



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