



Welcome:



View Paper Session Session

Much of the information on this page is clickable. For example, clicking on a person's name will display all of that person's participations in the program. Author names preceded by an asterisk * were designated as presenting authors during the submission process.

Political Advertising and Political Discourse



Sponsor:

Political Communication Division

Schedule Information:

Scheduled Time: Sat, Nov 18 - 3:30pm - 4:45pm **Building/Room:** Convention Center / Room 210 B

Title Displayed in Event Calendar: Political Advertising and Political Discourse

Session Participants:

Respondent: Mitchell S. McKinney (National Communication Association)

Chair: Natalie Jomini Stroud (Univ of Pennsylvania)

Implications of Perceptual Bias on Voting Behaviors and Support for Restrictions on Political Advertising in the Young Electorate

*Elizabeth Johnson Avery (University of Tennessee)

Demeaning Politics in the Name of Democracy

*Scott Welsh (Indiana University)

Functional Federalism and Issue Emphasis in Political Television Spots

LeAnn Brazeal (Kansas State Univ), David J Airne (University of Alabama), *William Benoit (Univ of Missouri, Columbia)

Priming Negative Advertising Effects: An Experimental Investigation of Priming Effects on Candidate Image and Political Efficacy Evaluations

*John Tedesco (Virginia Tech), Andrew Williams (Virginia Tech)

Abstract:

This paper sessions devotes attention to the study of political discourse in general and political advertising in particular. [ain Menu](#)