



## Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion)

By Ted Brader

Download now

Read Online →

**Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion)** By Ted Brader

It is common knowledge that televised political ads are meant to appeal to voters' emotions, yet little is known about how or if these tactics actually work. Ted Brader's innovative book is the first scientific study to examine the effects that these emotional appeals in political advertising have on voter decision-making.

At the heart of this book are ingenious experiments, conducted by Brader during an election, with truly eye-opening results that upset conventional wisdom. They show, for example, that simply changing the music or imagery of ads while retaining the same text provokes completely different responses. He reveals that politically informed citizens are more easily manipulated by emotional appeals than less-involved citizens and that positive "enthusiasm ads" are in fact more polarizing than negative "fear ads." Black-and-white video images are ten times more likely to signal an appeal to fear or anger than one of enthusiasm or pride, and the emotional appeal triumphs over the logical appeal in nearly three-quarters of all political ads.

Brader backs up these surprising findings with an unprecedented survey of emotional appeals in contemporary political campaigns. Politicians *do* set out to campaign for the hearts and minds of voters, and, for better or for worse, it is primarily through hearts that minds are won. *Campaigning for Hearts and Minds* will be indispensable for anyone wishing to understand how American politics is influenced by advertising today.

 [Download Campaigning for Hearts and Minds: How Emotional Ap ...pdf](#)

 [Read Online Campaigning for Hearts and Minds: How Emotional ...pdf](#)



# Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion)

By Ted Brader

## Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion) By Ted Brader

It is common knowledge that televised political ads are meant to appeal to voters' emotions, yet little is known about how or if these tactics actually work. Ted Brader's innovative book is the first scientific study to examine the effects that these emotional appeals in political advertising have on voter decision-making.

At the heart of this book are ingenious experiments, conducted by Brader during an election, with truly eye-opening results that upset conventional wisdom. They show, for example, that simply changing the music or imagery of ads while retaining the same text provokes completely different responses. He reveals that politically informed citizens are more easily manipulated by emotional appeals than less-involved citizens and that positive "enthusiasm ads" are in fact more polarizing than negative "fear ads." Black-and-white video images are ten times more likely to signal an appeal to fear or anger than one of enthusiasm or pride, and the emotional appeal triumphs over the logical appeal in nearly three-quarters of all political ads.

Brader backs up these surprising findings with an unprecedented survey of emotional appeals in contemporary political campaigns. Politicians *do* set out to campaign for the hearts and minds of voters, and, for better or for worse, it is primarily through hearts that minds are won. *Campaigning for Hearts and Minds* will be indispensable for anyone wishing to understand how American politics is influenced by advertising today.

## Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion) By Ted Brader Bibliography

- Sales Rank: #13240925 in Books
- Published on: 2005-12-15
- Original language: English
- Number of items: 1
- Dimensions: .95" h x 6.34" w x 9.26" l, 1.15 pounds
- Binding: Hardcover
- 280 pages

 [Download Campaigning for Hearts and Minds: How Emotional Ap ...pdf](#)

 [Read Online Campaigning for Hearts and Minds: How Emotional ...pdf](#)



**Download and Read Free Online Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion) By Ted Brader**

---

**Editorial Review**

Review

“Ted Brader has written an illuminating analysis of the emotional basis of political advertising and the strategic calculus guiding politicians’ use of ads appealing to enthusiasm and fear. His counterintuitive research findings overturn conventional wisdom and show that positive ads can polarize and negative can inform.”--Samuel L. Popkin, author of *The Reasoning Voter*

(Samuel L. Popkin)

“Written in an accessible and engaging style, *Campaigning for Hearts and Minds* exposes the gap between political practice, in which emotional appeals in advertising are commonplace, and political science, which, in its fascination with cognition, content, and strategic reasoning, has all but neglected them. This book tests, for the first time, basic propositions about how emotional appeals affect voters’ preferences and behavior. It reminds us of the practical significance of social science and of the theoretical significance of solid experimental results.”--Donald Green, coauthor of *Partisan Hearts and Minds*

(Donald Green)

“Brader brings experimental methods to the study of television political campaign ads for real candidates in a real election campaign. His detailed exploration uncovers a rich array of findings that challenges many conventional beliefs about how campaign ads impact voters. *Campaigning for Hearts and Minds* is a rich, lucid exploration of many old and new accounts that makes an important and timely contribution for scholars and practitioners alike.”--George E. Marcus, author of *The Sentimental Citizen*

(George E. Marcus)

“A terrific book. Brader takes contemporary political psychology to campaign ads and discovers something novel in the process. Emotions matter—but not in the ways we commonly suppose. Brader’s book breaks our reliance on that easy understanding and forces us to think more consciously about how images, emotions, cognitions, and political choices are bound together.”--Michael MacKuen, coauthor of *Affective Intelligence and Political Judgment*

(Michael MacKuen)

“Brader guides the reader through the study of political advertising and makes the case that although many studies have been done, few have systematically analyzed the role of emotion in political campaigns. The author seeks to close this gap through the content analysis of more than 1,400 political ads and an experimental investigation of the effect different type of ads have upon citizens. His work is both timely and original. The findings suggest that negatively charged ads cause citizens to conduct more research on their own. Enthusiastic appeals work to motivate committed voters to political action on behalf of their candidate.”

(*Choice*)

"The methodology, data and argument are presented in a clear, easily accessible and informative manner while maintaining academic rigour. . . . A welcome addition."

(Tobias Jung *Political Studies Review*)

About the Author

**Ted Brader** is assistant professor of political science and faculty associate at the Center for Political Studies of the Institute for Social Research at the University of Michigan.

## **Users Review**

### **From reader reviews:**

#### **Lynn Gowen:**

In this 21st century, people become competitive in each way. By being competitive today, people have do something to make them survives, being in the middle of typically the crowded place and notice by means of surrounding. One thing that at times many people have underestimated this for a while is reading. Yes, by reading a guide your ability to survive boost then having chance to stand than other is high. To suit your needs who want to start reading some sort of book, we give you this kind of *Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion)* book as beginner and daily reading guide. Why, because this book is greater than just a book.

**George Tucker:**

This book untitled *Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion)* to be one of several books this best seller in this year, that is because when you read this publication you can get a lot of benefit on it. You will easily to buy this specific book in the book shop or you can order it by using online. The publisher of the book sells the e-book too. It makes you quicker to read this book, as you can read this book in your Smart phone. So there is no reason for you to past this reserve from your list.

**Viola Ball:**

The e-book untitled *Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion)* is the book that recommended to you to study. You can see the quality of the publication content that will be shown to an individual. The language that writer use to explained their ideas are easily to understand. The author was did a lot of investigation when write the book, so the information that they share to you personally is absolutely accurate. You also will get the e-book of *Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion)* from the publisher to make you far more enjoy free time.

**Christie Rich:**

Many people spending their time period by playing outside with friends, fun activity with family or just watching TV all day every day. You can have new activity to invest your whole day by studying a book. Ugh, do you think reading a book really can hard because you have to take the book everywhere? It fine you can have the e-book, getting everywhere you want in your Smart phone. Like *Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion)* which is getting the e-book version. So , why not try out this book? Let's notice.

**Download and Read Online *Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion)* By Ted Brader #87SE3VONJZH**

# **Read Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion) By Ted Brader for online ebook**

Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion) By Ted Brader Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion) By Ted Brader books to read online.

## **Online Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion) By Ted Brader ebook PDF download**

### **Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion) By Ted Brader Doc**

**Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion) By Ted Brader Mobipocket**

**Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion) By Ted Brader EPub**

**87SE3VONJZH: Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work (Studies in Communication, Media, and Public Opinion) By Ted Brader**