Political Consultants and Negative Campaigning: The Secrets of the Pros

Kerwin Swint, Kennesaw State University

Department
Political Science & International Affairs

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Abstract
One of the most closely-watched and controversial aspects of modern political campaigning is the use of negative, attack tactics. This book examines the role played by negative campaigning through a national survey of professional political consultants. Campaign consultants have become vitally important to political candidates in recent years as strategists, fundraisers, and media specialists. The research in this book focuses on how consultants define negative campaigning, including the differences between issue attacks and character attacks, how and when criticism of the opponent should be implemented, and which media should be used to deliver attack messages. A statistical analysis of the survey data reveals insights into behavioral and professional differences among consultants with regard to party affiliation, gender, age, and level of experience.

Recommended Citation
One of the most closely-watched and controversial aspects of modern political campaigning is the use of negative, attack tactics. This book examines the role played by negative campaigning through a national survey of professional political consultants. Campaign consultants have become vitally important to political candidates in recent years as strategists, fundraisers, and pollsters. They say political consultants know this, and use negative campaigning for this very purpose. As independent voters are driven away by all the negativity, the voting public is reduced to its partisan extremes. America 1988 The case of Willie Horton. Australian politics has always been tough, but this was one of the toughest yet. He carried the majority of the Australian people with him as he thumbed his nose at international norms in handling refugees, and gave up on previous legal obligations. The verdict The episode not only assured the government of victory in the November election. It is also altered the balance of forces in Australia in a fundamental way.