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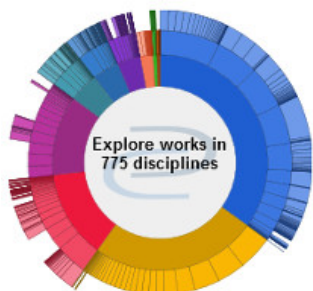
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## FACULTY PUBLICATIONS

### Political Consultants and Negative Campaigning: The Secrets of the Pros

[Kerwin Swint](#), *Kennesaw State University*

#### Department

Political Science and International Affairs

#### Document Type

Book

#### Publication Date

1-22-1998

#### 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

Swint, Kerwin C. *Political Consultants and Negative Campaigning: The Secrets of the Pros*. Lanham: University Press of America, 1998. Book.

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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 Free shipping over \$10. Political Consultants and Negative Campaigning ; The Secrets of the Pros. by Kerwin Swint. Rated 0.00 stars. These are boom times for political consultants—by one rough estimate, more than \$6 billion will go to or through consulting firms during this year’s elections—and the scene at the conference was befitting of an industry awash in cash. Booths showcased the wares of campaign-literature printers, data-acquisition specialists, automated-phone-call vendors, online-fund-raising experts, and social-media-analytics firms. In the most expensive House primary in the country, a wealthy Maryland Democrat hired some of the best pros money could buy and bombarded voters with TV and radio ads, direct mail, and robocalls—only to finish the race \$13 million poorer and seven points shy of victory. From Our October 2016 Issue. In the later stages of a campaign, negative advertising takes a different strategy. While continuing to dampen enthusiasm with your opponent’s likely voters, you can energize your base and your supporters to vote by portraying the other candidate as an absolute monster – the worst of the worst. And even though most voters will remark on how tired they are of all the negative ads, the characterizations resonate with voters far more than positive pieces do. These are all time tested and well established methods and justifications. Jefferson hired a political pamphleteer and journalist — one of the first political consultants in American campaigns – to attack John Adams, who was running for reelection to his second term in office. Political consulting is a form of consulting that consists primarily of advising and assisting political campaigns. Although the most important role of political consultants is arguably the development and production of mass media (largely television and direct mail), consultants advise campaigns on many other activities, ranging from opposition research and voter polling, to field strategy and get out the vote efforts. Negative Campaigning Through Allegation of Corruption in the Italian Legislative Arena from 1946 to 1994. Electoral Studies 29(4), 636–647. Damore, DF (2002) Candidate Strategy and the Decision to Go Negative. Elmelund-Præstekær, C (2010) Beyond American Negativity: Toward a General Understanding of the Determinants of Negative Campaigning. European Political Science Review 2(1), 137–156. Elmelund-Præstekær, CSvensson, HM (2014) Ebbs and Flows of Negative Campaigning: A Longitudinal Study of Contextual Factors’ Influence on Danish Campaign Rhetoric.