



Media and Politics: Recommended Texts

	<p style="text-align: center;">The Role of Media in Elections: Helping Students Understand Media's Influence</p> <p style="text-align: center;">by Frank Baker, media educator (Workshops available; contact me) ©2004</p>	
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Recommended Readings/Texts:

- [Politics & The Media](#) (2021)
- [Political Campaigns & Political Advertising: A Media Literacy Guide](#)
- [Thinking Critically About Media & Politics](#)
- [Attack Politics: Negativity in Presidential Campaigns Since 1960](#)
- [Picture Perfect: Life in The Age of the Photo Op](#) (2008)
- [Inside the Presidential Debates](#) (2008)
- [Campaign Advertising and American Democracy](#) (2007)
- [UnSpun Finding Facts in a World of Disinformation](#) (2007)
- [If Kids Could Vote: Children, Democracy, and the Media](#) (2007)
- [Images, Issues, and Attacks: Television Advertising by Incumbents and Challengers in Presidential Elections \(Lexington Studies in Political Communication\)](#) (2006)
- [Media Politics: A Citizen's Guide](#) (2006)
- [Political Manipulation: The World of Spin](#) (2006) Grades 6-8
Heinemann Library, Influence & Persuasion Series
- [Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work](#)(2006)
- [Mudslingers The Top 25 Negative Political Campaigns of](#)

All Time

Countdown from No. 25 to No. 1 (2006)

- Lights, Camera, Campaign!: Media, Politics, and Political Advertising (2004)
- Media and Politics In America: A Reference Handbook (2003)
- The Nightly News Nightmare: Network Television's Coverage of U. S. Presidential Elections, 1988-2000 (2003)

The Interplay of Influence: News, Advertising, Politics and the Mass Media

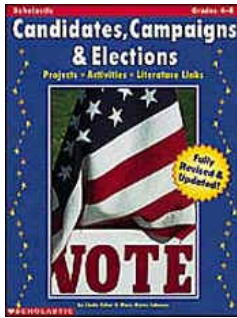
(2001)

- Videostyle in Presidential Campaigns : Style and Content of Televised Political Advertising (2000)
- Everything You Think You Know About Politics..And Why You're Wrong (2000)
- The Press and American Politics The New Mediator (3rd Ed, 2000)
- The Image-Is-Everything Presidency (Dilemmas in American Leadership, 1999)
- Poison Politics: Are Negative Campaigns Destroying Democracy? (1997) read excerpt [here](#)
- Packaging the Presidency: A History & Criticism of Presidential Campaign Advertising 3rd Ed 1996
- Going Negative: How Political Advertisements Shrink & Polarize The Electorate (1995) read excerpt [here](#)
- In "Media" Res: Readings In Mass Media & American Politics (1995)
- American Politicians: Photographs From 1843 to 1993 (1994)

Out of Order, Thomas Patterson (1994)

- The Media Game American Politics In The Television Age (1993)

- [Damned Spots: A Defense of Thirty Second Campaign Ads](#) (1992)
- [The Spot: The Rise of Political Advertising on Television](#) (1992)
- Strange Bedfellows-How TV And the Presidential Candidates Changed American Politics, 1992



- [Candidates, Campaigns & Elections](#) – Projects, Activities, Literature Links (Scholastic, Grades 4-8, ISBN: 0-439-16055-3)
- [Mass Media and American Politics](#)
- The FAIR Reader: an EXTRA! Review of Press and Politics In the 90's
- [Photographing the American Presidency](#) (1984)
- Press, Party and Presidency (1981)