

รายการอ้างอิง

ภาษาไทย

การเมืองไทยในสายตาชาวชน. 4 พฤศจิกายน 2539. มติชน. 2.

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สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย



ภาคผนวก

สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย

แบบสอบถาม

ส่วนที่ 1 : ข้อมูลส่วนบุคคล

โปรดทำเครื่องหมาย / ลงใน () ที่ตรงกับสภาพของท่าน

1. โปรดระบุเพศของท่าน
 ชาย หญิง
2. อายุ
 ต่ำกว่า 18 ปี (ปิดการสัมภาษณ์) 18 - 32 ปี 33 - 47 ปี
 48 ปีขึ้นไป
3. จังหวัด ที่ท่านเกิด
4. จังหวัด ที่ท่านพักอาศัยเป็นการถาวร
5. จังหวัด ที่ท่านพักอาศัยในปัจจุบัน (ถ้าต่างจากข้อ 4)
6. ท่านจบการศึกษาสูงสุดในระดับใด
 มัธยมศึกษา มัธยมปลาย / อาชีวศึกษา
 ปริญญาตรี สูงกว่าปริญญาตรี
7. อาชีพ
 ข้าราชการ / รัฐวิสาหกิจ รับจ้าง ธุรกิจ / ค้าขาย
 นักเรียน / นักศึกษา พนักงานบริษัท แม่บ้าน
 อื่นๆ
8. รายได้ต่อเดือนของท่านโดยไม่หักภาษีใดๆ
 ต่ำกว่า 5,000 5,000 - 12,999 มากกว่า 50,000
 13,000 - 19,999 20,000 - 26,999
 27,000 - 34,999 35,000 - 50,000

ส่วนที่ 2 :ทัศนคติต่อการเมืองและพฤติกรรมในการลงคะแนนเสียง

9. ท่านติดตามข่าวสารการเมืองบ่อยครั้งแค่ไหน
 ติดตามสม่ำเสมอเป็นประจำ ติดตามเป็นบางครั้ง ไม่สนใจติดตาม (ข้ามไปข้อ 11)
10. ท่านติดตามข่าวสารการเมืองอย่างไร
 ติดตามข่าวสารการเมืองโดยทั่วไป
 ติดตามนักการเมืองทุกคน / ทุกพรรค
 ติดตามเฉพาะนักการเมือง / พรรคการเมืองที่ชื่นชอบ
 ไม่ได้ติดตาม

11. ท่านเชื่อว่าการเลือกตั้งจะช่วยให้เกิดการเปลี่ยนแปลงที่ดีขึ้นหรือไม่
 เชื่อว่าต้องดีขึ้น เหมือนเดิม / ไม่เปลี่ยนแปลง
 คิดว่าไม่ดีขึ้น ไม่แน่ใจ / ไม่มีความเห็น
12. ท่านมี พรรคการเมือง ที่ชื่นชอบหรือไม่
 ไม่มี
 มี โปรดระบุ เพราะ
13. ท่านมี นักการเมือง ที่ชื่นชอบหรือไม่
 ไม่มี
 มี โปรดระบุ เพราะ
14. ท่านไปลงคะแนนเสียงเมื่อมีการเลือกตั้งทุกครั้งหรือไม่
 ทุกครั้ง ขาดไป 1 - 2 ครั้ง ไม่เคยไปลงคะแนนเลย
 ขาดไป 3 - 4 ครั้ง ขาดมากกว่า 5 ครั้ง
15. เมื่อท่านไปลงคะแนนเสียง ท่านจะลงคะแนนเสียงเลือกตั้งอย่างไร
 เลือกพรรค เลือกตัวผู้สมัคร พิจารณาทั้งพรรค+ผู้สมัคร

ส่วนที่ 3 : ปัจจัยที่มีอิทธิพลในการลงคะแนนเสียง

16. ท่านเคยเห็นโฆษณาของพรรคการเมืองในการเลือกตั้งหรือไม่
 เคย ไม่เคย
17. โปรดทำเครื่องหมาย / ในช่องที่ตรงกับความเห็นของท่าน

	เห็นด้วยอย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
โฆษณานาเสียงของพรรคการเมืองสามารถ เปลี่ยนการตัดสินใจ ของท่านได้					
ท่านจำเป็นต้องพิจารณาการ โฆษณานาเสียงของแต่ละพรรค ก่อนการตัดสินใจ					
ท่านเคยตัดสินใจลงคะแนนเพราะ ชอบโฆษณาของพรรคนี้ๆ					

	เห็นด้วยอย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
ท่านสนใจโฆษณาของพรรค การเมืองที่ท่านจะ ลงคะแนนให้					
ท่านสนใจโฆษณาของพรรคที่ ไม่ได้ลงคะแนนให้ ด้วย					

18. แต่ละข้อต่อไปนี้ มีอิทธิพลต่อการลงคะแนนเสียง ของท่านเพียงใด (โปรด /)

	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
การปราศรัยหาเสียง					
โฆษณาของพรรคการเมือง					
การให้ความเห็นของผู้ทรงคุณวุฒิ					
บทความทางหนังสือพิมพ์					

19. ท่านพิจารณา ผู้สมัครหรือพรรคที่มีผู้สมัคร เป็นคนท้องถิ่นเดียวกับท่าน

() ใช่ () ไม่ใช่ () ไม่ทราบ

20. ท่านคิดว่า สถานการณ์ทางการเมือง หรือ กระแสสังคม ในช่วงที่มีการเลือกตั้งนั้น มีอิทธิพลต่อ การตัดสินใจลงคะแนนของท่านมากน้อยเพียงใด

() มากที่สุด () มาก () ปานกลาง () น้อย () น้อยที่สุด

21. ท่าน แลกเปลี่ยนความเห็นเรื่องการลงคะแนนเสียง กับบุคคลเหล่านี้มากน้อยเพียงใด (โปรด /)

(ตอบได้มากกว่า 1 ข้อ)

	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
เพื่อน					
ครอบครัว					
เพื่อนร่วมงาน					
เจ้านาย / ผู้บังคับบัญชา					
บุคคลที่ให้ความเคารพนับถือ					
อื่นๆ					
.....					

22. ท่านคิดว่าบุคคลต่อไปนี้ มีอิทธิพลต่อการลงคะแนนเสียงของท่านมากน้อยเพียงใด (โปรด /)
(ตอบได้มากกว่า 1 ข้อ)

	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
เพื่อน					
ครอบครัว					
เพื่อนร่วมงาน					
เจ้านาย / ผู้บังคับบัญชา					
บุคคลที่ให้ความเคารพนับถือ					
อื่นๆ					
.....					

ส่วนที่ 4 : ประเด็นและภาพลักษณ์

23. โปรด / ช่องที่ตรงกับความคิดเห็นของท่าน

	เห็นด้วยอย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
ภาพลักษณ์ของนักการเมือง มีผลต่อการตัดสินใจลงคะแนนของท่าน					
ท่านคิดว่า ภาพลักษณ์ของนักการเมือง สำคัญกว่า นโยบายที่ใช้ในการหาเสียง					
ท่านคิดว่าพรรคการเมืองไหนๆ ก็มีนโยบายเหมือนกัน					

24. นโยบายในการหาเสียงที่ท่านให้ความสำคัญ **มากที่สุด** ในขณะนี้ (ตอบเพียง 1 ข้อ)

- () เศรษฐกิจ () แรงงาน () การศึกษา () การเงินการคลัง
() การเกษตร () สาธารณสุข () กฎหมาย () ต่างประเทศ
() อื่นๆ

25. ท่านชื่นชมนักการเมืองที่มี คุณสมบัติ ต่อไปนี้ **มากที่สุด** (ตอบเพียง 1 ข้อ)

- () ซื่อสัตย์ () มีวิสัยทัศน์ () มีความเป็นสากล () พูดจริงทำจริง
() มีความเป็นผู้นำ () มีความเป็นกันเอง () เชี่ยวชาญด้านธุรกิจ () เห็นแก่ส่วนรวม
() อื่นๆ

26. โปรด / ช่องที่ท่านเห็นว่ามีความสำคัญ ในการพิจารณาเลือกลงคะแนนให้ผู้สมัคร

	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
ผลงานที่ผ่านมา					
การเป็นที่ยอมรับจากต่างประเทศ					
การเป็นที่ยอมรับจากคนในสาขาต่างๆ					
การให้สัมภาษณ์					
การแต่งกาย					
การพูด					
ประวัติการศึกษา					
ความสามารถด้านภาษาต่างประเทศ					
รูปร่างหน้าตา					
พรรคการเมืองที่สังกัด					

ส่วนที่ 5 : ประสิทธิภาพของสื่อหาเสียง

27. สื่อหาเสียงต่อไปนี้ มีอิทธิพลต่อการตัดสินใจลงคะแนนเสียงของท่านเพียงใด

	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
การปราศรัยในที่ชุมนุม					
การปราศรัยทางโทรทัศน์					
โฆษณาทางโทรทัศน์					
โฆษณาทางหนังสือพิมพ์					
โฆษณาทางวิทยุ					
แผ่นพับ , ใบปลิว					
ป้ายประกาศ					
โปสเตอร์					
อื่นๆ					
.....					

- ขอขอบคุณที่ให้ความร่วมมือในการตอบแบบสอบถาม -

BUTTE COLLEGE
TELECOMMUNICATIONS PROGRAM

HOW POLITICAL ADS WORK

Many citizens underestimate the impact of political ads. They somewhat underestimate the impact of ads on others and vastly underestimate the impact of ads on themselves. Indeed, this finding is part of a whole family of odd effects clustered under the phrase "third person effect."

The effect, found again and again by researchers, boils down to the fact that most of the people, most of the time, think the media affect others more than themselves. Given, however, that most everyone thinks this, somebody has got to be wrong!

Both pundits and citizens spend a lot of time making fun of political commercials. They're short, simple-minded, and as election day approaches, they become more obnoxiously frequent. There seems good reason to ridicule the idea that they affect how people vote and how they think about government and politicians.

But a large body of studies carried out in the last 15 years shows quite clearly that political commercials have major effects on people. In Presidential elections, television commercials consume most of the money spent by candidates in their attempts to get elected. This is also true of state-level elections.

The bottom line, then, is that it's important for citizens to look carefully at political ads. Certainly the truth or falsity and, regardless of "truth," the deceptiveness of ad content is important to examine. Many newspapers and television analysis programs provide the citizen a good opportunity to learn more about the quality of the verbal content of political commercials.

Although a majority of Americans are not aware of this, government closely controls the truth value of national product advertising on television. But because of the principle of free speech, a principle protected by the U.S. Constitution, there is no control whatsoever

on the content of a political commercial. Basically, a politician can say anything she or he wishes in a political ad. The only "control" over content in a political ad is media and public response to that content.

But ads communicate more than their verbal content. Like any persuasive message developed by a professional communicator, every aspect of their few-seconds duration is carefully designed to influence.

Aspects of ads beyond their verbal content are called structural features. We will look at how these features are used in this year's Presidential ads to influence us in ways we may not even be aware of.

Below are ten of the structural features that political ads use most commonly. Recognizing a persuasive tool for what it is, helps people understand the true impact of ads on themselves and others. Regardless of what verbal content an ad uses, it will employ one or many of these persuasive tools. Recognizing them and figuring out what their intended meaning is can provide important new insight into a political ad.

1. Candidate mythologies

When people think about a political office-holder like the President, Vice President, Governor, or Senator, they often, unbeknownst to themselves, associate mythological features to that person. Common mythologies about the U.S. President represent him as: War hero, Man of the people, Father, Savior, or Friend

These perceptions are "myths" in that they carry a lot of cultural baggage with them, but they are never true features of a president. They're used, however, to create emotion in viewers. If that face up on the screen asking for your vote is "your friend," you feel differently about him. If he's a "hero," he may make you feel proud or safe. If he's "your father," you may feel trustful of him.

Myths like these are generally not spoken, but represented in images. A candidate shown with people trying to touch him, shake his hand, or clapping for him, is being represented as a hero. Shown with his family, he's obviously a father, but he's also a father when shown

kissing babies or supporting laws that aid children. Probably the most common spoken myth is "friend." "Friend of the people," "the working man's friend," are popular ad phrases. Clasp a voter around the shoulders or a warm hand-shake visually represents "friend."

2. Background locations

Where the candidate is when he is shown, or where the opponent is shown to be in an attack ad, is critically important to what is being communicated. Kennedy was shown walking along the beach. Perot is almost always in a paneled den or office. Clinton is most frequently surrounded by people. Dole is sometimes shown in his Kansas home town. Each of the backgrounds is used to communicate a variety of things about the candidate.

3. Props

Props are objects shown in the scenes. The most common prop is the American flag. Desks are important props. A recent candidate showed us a de-nuded tree in a desert as a prop representing what would happen if his opponent were elected.

Headlines in newspapers are props used to verify statistical and factual claims ("If the newspaper said it, it must be true.") A podium is a prop, or sometimes other people serve as props. A recent U.S. Senate candidate in Wisconsin used a cardboard standup of Elvis as a prop!

4. Emotion-communicating faces

While any scene, any piece of music, any statement can induce emotion, the most common emotional device is the human face: the fear and anger in the face of teen druggie, the admiration and enthusiasm in crowd faces, babies' faces crying, fierce, uncaring expressions on the faces of opponents. All of these faces and their expressions are carefully planted in ads.

A most common approach is to take the face of an opponent at its most unattractive and show that face as background for words written on the screen to indicate what awful things he has done. Faces are probably a candidate's most direct conduit to creating feelings in viewers.

5. Appeals

Every ad is designed to appeal to something in the viewer him- or herself. Insurance ads appeal to fears of disasters. Cosmetics appeal to personal ego. Many high-ticket products appeal to greed. Candidates appeal to feelings of patriotism, fears of such things as war, crime, loss of jobs, poor education for children and so on.

Attack ads usually appeal to fear--of a variety of sorts. "You can't trust this guy." "This guy will take health benefits away from your parents." "This guy will lead us into war." And on and on. Every political ad has a central and sometimes several more minor appeals. Appeals are often what political consultants search for and term "hot buttons." Hot buttons are appeals that work very effectively with a large percent of the population of voters.

6. Music and background sounds

Almost all political ads use music. It's usually orchestral, stately, designed to sound inspiring to a broad spectrum of listeners. Volume of music is very important. A common approach is have a crescendo of sound at the end an ad. Background music is borrowed from horror movies when the ad attacks an opponent. Music is often fiercely patriotic-sounding.

Background noises are important and seldom consciously noticed by viewers. Sirens, traffic noise, drumbeats are commonly employed. A good way to pickup use of music and background sounds, of course, is to look away from the screen during the ad. You'll find a lot going on there that you'd otherwise be unlikely to notice.

7. Film editing and camera use

Slow-motion is commonly used to increase the salience of an image. Extreme close-ups increase our perceptions of importance. They're also used to emphasize emotion, evil, and truthfulness. Often the camera comes in closer to the candidate as he begins his pledge to us voters--whatever that pledge maybe. Jump-cuts occur when scenes are edited together and the central figure moves suddenly from one location to another.

Shooting from above the candidate when he's greeting a crowd provides an impression of warmth and bonding. Black and white pictures usually mean the topic is serious and, most likely, negative.

8. Clothing

What a candidate is wearing is carefully chosen to show the viewer something "important" about him. An expensive suit shows power, taste, authority. Shirt sleeves show hard work and empathy with ordinary people. Jacket over the shoulder shows ease, warmth, confidence. A loosened tie usually indicates the same characteristics. When women start running for President, the variety in clothing and its use will probably get a lot more interesting.

9. Depicted actions

What the candidate is doing in a support ad and what the opponent is doing in an attack ad is important. Getting off a plane shows characteristics like international expertise and concern, familiarity and caring about the whole country, or just plain old power. Interacting with the family shows caring. Holding hands with a spouse does the same. Signing papers shows ability to get important things done. Greeting ordinary people shows popularity and caring. Speaking from a podium emphasizes power and good ideas.

In the opponent, the activity is sometimes representing as "silly" or weak. A good example was Presidential candidate Dukakis's helmeted head popping out of the top of an army tank in the 1988 campaign. The opponent is sometimes shown with an incriminating "other." (This year that "other" is often Newt Gingrich.) Candidates are usually doing things in color. Opponents are usually doing things in black and white.

10. Supers and code words

Supers are words printed in large letters on the screen. They appear over a background that is supposed to exemplify whatever is represented in the super. A super says, "Pay attention to this factoid or claim." It often communicates outrage at something the opponent has done: RAISED TAXES THREE TIMES IN THREE YEARS. It often emphasizes the appeal that is being taken in the whole ad: WRONG FOR YESTERDAY. WRONG FOR TOMORROW.

Election Survival Guide

Campaign Ads

Campaign

"In general advertising has become shorter, faster, more visual, more dramatic, and thus harder for voters to analyze critically," Kathleen Hall Jamison, Dean of the Annenberg School of Communications at the University of Pennsylvania. She studies the way political ads alter images. The techniques are endless.

Wellstone ad Take an animated Minnesota senator running for reelection, an imaginative media consultant, Godzilla, Darth Vader, and space aliens. Put them all in a television editing suite and you get the kind of wacky political ad that in 1990 helped this little known college professor sneak by a two term incumbent.

"The Man From Abilene"

The political advertising we are watching on television today has evolved since 1952, when presidential candidate Dwight Eisenhower aired the first political television spots. Television was new, and the voters almost certainly did not realize that the editing concealed a short coming: Ike was a horrible public speaker. "This is the first instance in television in which campaign consultants altered the basic image of a candidate," says Jamison. "They asked him to take off his glasses. As a result, the candidate looks as if he is staring blankly into space, at what are in fact huge cue cards held to the side of the camera."

Carter ad Television ads have manipulated political images ever since. Sometimes it is as simple as clothing and location. Jimmy Carter in a plaid shirt, on the farm seems far removed from Washington, and the Watergate scandal.

Sometimes it is soft sentimental scenes like those Ronald Reagan used to underscore his reelection message. As if to say "The country is happy, don't mess around with a good thing," the warm feeling you get while watching comes in part from film processing which adds a yellow glow.

Dukakais ad Contrast that with the stark black and white of prisoners passing through a revolving door. In 1988 this ad and the "Willie Horton" ad claimed Michael Dukakais was threatening public safety by releasing dangerous inmates.

Jamison notes, "the polls showed in early summer that the electorate thought

Dukakais was stronger on crime than was Bush. By the time the election rolled around, that perception had changed dramatically." Jamison says the ads alone did not change voter perception, but they helped. They lured voters into drawing conclusions never stated in the ads.

That is a technique pioneered by media consultant Tony Schwartz, who created the best known of all political ads, "Daisy." It was 1964, Republican Johnson ad nominee Barry Goldwater was talking tough about communism and the need for nuclear superiority. Schwartz went to work for Lyndon Johnson. He created an ad that combined paired powerful opposing sounds and images: an innocent child, a destructive bomb, and LBJ's voice stressing love. The ad never mentioned Goldwater. It didn't have to. LBJ's campaign paid to air "Daisy" just once. But newscasts around the country ran it again and again.

Getting free exposure on the news is still important. In 1990, when Wellstone was running out of money, Hillsman held a press conference to unveil "Looking for Rudy." The campaign paid to air it twice, but the spot appeared many times, free of charge, on the evening news.

"The news loves funny ads. So if one of your goals is getting into news make it vicious or funny," says Jamison. "This season Minnesota voters are seeing ads that are both.

Sitting in on a strategy meeting for an ad:

It involves a lot of people, including a pollster who asks voters what's important to them. This team of people carefully determine what the message they want to send about their candidate is. The media consultants then decide the most effective way to present it.

The objective is for voters to retain the ad's overall message. And like it or not, some psychologists say ads filled with fear and emotion do that best. And they are more likely to change the way we think. Jamison notes that "negative ads work if audiences find them believable and compelling. Which is why it is important to find ways to assess their accuracy." The best way to do this is to be informed. Pay more attention to news, candidate speeches, and debates. Be suspicious of ads that bombard you with statistics. "A question to ask yourself is are those sources really accurate. Or are they playing games with me. The more an ad looks like news, the more the ad producer is getting you to believe you think you saw it on the news."

POV: Dissect an Ad See and hear Presidential campaign ads from this and earlier election seasons, read what professional analysts have to say about them, and jump into the discussion yourself at [PBS' Dissect An Ad site](#).

Also see

Take a Good Look at Candidate Information

- **Direct Mail**
More and more candidates are using direct mail to solicit funds and votes. Computerization has made it easy to send "personalized" appeals to selected groups of voters. Candidates can send members of women's groups one message, for example, and members of a veterans organization another message. If you are aware that you must read between the lines to get the full story, the direct mail letter can help you understand the candidate's stands on issues. Recognize that the letter is a campaign tactic and try to see what can be learned from it.
- **Pamphlets and Flyers**
That leaflet put under your door or handed to you at the store may contain valid information or it may be full of distortions or evasions. Read it critically. Does it tell you more about the candidate's devotion to family than about qualifications for office or stands on issues? Be on the lookout for accusations or other statements about opponents, especially if made so close to election day that such statements cannot be answered or denied.
- **Emotional Appeals**
Listen to a candidate's appeals and arguments. Then decide if they are targeted for your emotions alone. Is the candidate trying to make you mad enough or play with your sympathies to get you to accept certain arguments without question?

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Recognize Distortion Tactics

Also see

[Tips for Watching Political Advertising](#)

[What the Parties tell the Candidates](#)

[Campaign Advertising](#)

[Series](#) | [Town Hall](#) | [Campaign Information](#)

Survival

Home

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POLITICAL ADVERTISING

<p>In This Section</p> <p><u>Definition of Political Advertisement</u></p> <p><u>Advanced Approval</u></p> <p><u>Disclaimers</u></p> <p><u>Other Requirements</u></p> <p><u>Statements of Support or Endorsement</u></p> <p><u>Examples</u></p> <p><u>Use and Removal</u></p> <p>Other Sources</p> <p><u>Department of State</u></p> <p><u>Division of Elections</u></p> <p><u>Elections Online</u></p>	<p>DEFINITION OF POLITICAL ADVERTISEMENT (Section 106.011(17), F.S.)</p> <p>A political advertisement is a paid expression in any communications media, whether radio, television, newspaper, magazine, periodical, campaign literature, direct mail, or display or by means other than the spoken word in direct conversation, which shall support or oppose any candidate, elected public official, or issue.</p> <p>Exceptions:</p> <ul style="list-style-type: none"> • A statement by an organization in existence prior to the time during which a candidate qualifies for that election, in support of or in opposition to a candidate, in that organization's newsletter, which newsletter is distributed only to the members of that organization. • Editorial endorsements by any newspaper, radio or television station, or other recognized news medium. <p>ADVANCED APPROVAL OF POLITICAL ADVERTISEMENTS/Written STATEMENT (Section 106.143(4), F.S.)</p> <p>Any political advertisement, including those paid for by a political party, other than an independent expenditure, offered by or on behalf of a candidate must be approved in advance by the candidate. Such political advertisement must expressly state that the content of the advertisement was approved by the candidate and must state who paid for the advertisement. The candidate must provide a written statement of authorization to the newspaper, radio station, television station, or other medium for each such advertisement submitted for publication, display, broadcast, or other distribution.</p> <p>Exceptions:</p> <ul style="list-style-type: none"> • Novelty items having a retail value of \$10 or less which support, but do not oppose, a candidate. • Items designed to be worn by a person. <p>DISCLAIMERS ON POLITICAL ADVERTISEMENTS (Sections 106.025, 106.071 and 106.143(1),(4), F.S.)</p> <p>Any political advertisement and any campaign literature published, displayed or circulated prior to, or on the day of, an election must be marked "paid political advertisement" or "pd. pol. adv." and must identify the persons or organizations sponsoring the advertisement as follows:</p> <ol style="list-style-type: none"> 1. A political advertisement <i>paid for by a candidate's campaign</i> must contain the following disclaimer: "<u>Paid political advertisement</u>" or "<u>pd. pol. adv.</u>" (<u>Identity of the person paying for the advertisement</u>). Any political advertisement, including those paid for by a political party, other than an independent expenditure, offered by or on behalf of a candidate must be approved in advance by the candidate. Such political advertisement must expressly state that the content of the advertisement was approved by the candidate and must state who paid for the advertisement. The candidate shall provide a written statement of authorization to the newspaper, radio station, television station, or other medium for each such advertisement submitted for publication, display, broadcast, or other distribution. 2. A political advertisement <i>provided to the candidate as an in-kind contribution</i> must contain the following disclaimer: "<u>Paid political advertisement</u>" or "<u>pd. pol. adv.</u>," <u>provided for in-kind by (name of person contributing advertisement)</u>. Any political advertisement, including those paid for by a political party, other than an independent expenditure, offered by or on behalf of a candidate must be approved in advance by the candidate. Such political advertisement must expressly state that the content of the advertisement was approved by the candidate and must state who paid for the advertisement. The candidate shall provide a written statement of authorization to the newspaper, radio station, television station, or other medium for each such advertisement submitted for publication, display, broadcast, or other distribution. 3. <u>Tickets or advertisements for a fund raiser</u> must contain the following disclaimers: "<u>The purchase of a ticket for, or a contribution to, the campaign fund raiser is a contribution to the campaign of (name of the candidate for whose benefit the campaign fund raiser is held)</u>." This advertisement must also contain the disclaimer "<u>paid political advertisement</u>" or "<u>pd. pol. adv.</u>" Any political advertisement, including those paid for by a political party, other than an independent expenditure, offered by or on behalf of a candidate must be approved in advance by the candidate. Such political advertisement must expressly state that the content of the advertisement was approved by the candidate and must state who paid for the advertisement. The candidate shall provide a written statement of authorization to the newspaper, radio station, television station, or other medium for each such advertisement submitted for publication, display, broadcast, or other distribution.
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4. A political advertisement *paid for by an independent expenditure* must contain the following disclaimer: "*Paid political advertisement paid for by (name and address of person paying for advertisement) independently of any candidate or committee.*" Any person who makes an independent expenditure for a political advertisement shall provide a written statement that no candidate has approved the advertisement to the newspaper, radio station, television station, or other medium for each such advertisement submitted for publication, display, broadcast, or other distribution. The advertisement must also contain a statement that no candidate has approved this advertisement.

Exceptions:

- Novelty items having a retail value (\$10 or less) which support, but do not oppose, a candidate.
- Items designed to be worn by a person.

OTHER REQUIREMENTS FOR POLITICAL ADVERTISEMENTS (Section 106.143, F.S.)

Party Affiliation

A candidate running for a partisan office in any election must state on his political advertisements the name of the political party of which the candidate is seeking nomination or is the nominee. If the candidate for partisan office is running as an independent candidate, the candidate must state on his political advertisement that he is an independent candidate.

Examples:

- "Rep." or "R" may be used instead of Republican Party. Even the initials "G.C.P." clearly convey the fact that a candidate is a Republican.
- "Dem." or "D" may be used instead of Democratic Party.
- Graphic symbols of political parties *do not* satisfy the statute (DE 78-43).
- For minor political parties, the name of the minor political party or the abbreviation may be used.
- "Independent" or "Ind." may be used when the candidate is running as an independent (no party affiliation) for a partisan office.

Exception:

- Novelty items having a retail value (\$10 or less) which support, but do not oppose, a candidate.

Use of the Word "Re-elect"

A candidate who is running for an office that he does not presently hold *may not* use the word "re-elect" in his political advertisements.

Exceptions:

- Novelty items having a retail value (\$10 or less) which support, but do not oppose, a candidate.
- Items designed to be worn by a person.
- Bumper stickers.

Use of Word "For"

A candidate who is running for an office that he does not presently hold must use the word "for" in his political advertisements between his name and the name of the office for which he is running.

Exceptions:

- Novelty items having a retail value (\$10 or less) which support, but do not oppose, a candidate.
- Items designed to be worn by a person.
- Bumper stickers.

STATEMENTS OF SUPPORT OR ENDORSEMENT – REQUIREMENT OF A WRITTEN STATEMENT (Section 106.143(3),(4), F.S.)

Under certain circumstances involving endorsements, written statements must be obtained.

A candidate (or another person on behalf of a candidate) cannot represent that any person supports the candidate unless the person or organization that is being represented as supporting the candidate has given their approval in writing to the candidate to make the representation.

EXAMPLE

The candidate or someone on behalf of the candidate wants to represent that the XYZ organization supports the candidate. Here, the candidate must have received written permission from the XYZ organization in order for their name to be used.

Exceptions:

- Editorial endorsements.
- Party publications.
- Novelty items having a retail value (\$10 or less) which support, but do not oppose, a candidate.

Any political advertisement, except those paid for as an independent expenditure, published by or on behalf of the candidate must be approved in advance by the candidate. The candidate must provide a written statement of authorization to all communications media in which the advertisement appears.

If the advertisement is an independent expenditure, the person making the expenditure must provide a written statement to the applicable communications media that no candidate has approved the advertisement. This statement must also appear in the advertisement.

Exceptions:

- Items designed to be worn by a person.
- Novelty items having a retail value (\$10 or less) which support, but do not oppose, a candidate.

Language Other Than English

A candidate may print his political disclaimer in the same language as whatever is used in the political advertisement.

EXAMPLES OF POLITICAL ADVERTISEMENT DISCLAIMERS (Section 106.143, F.S.)

Items Designed to be Worn by a Person

"Party affiliation" (if partisan office), or "independent."

Novelty Items Having a Retail Value of \$10 or Less Which Support, But Do Not Oppose, a Candidate

No disclaimer requirements.

Newspaper Ads, Direct Mail, Leaflets, Business Cards (Paid for with Campaign Funds), Signs, Broadcast Ads (Television, Radio, On-line Computer Solicitation)

"Paid political advertisement" or "pd. pol. adv."

Identity of person paying for the advertisement (if the advertisement is provided to the candidate as an in-kind contribution it should state "provided for in-kind by (name of person contributing the advertisement))."

"Party affiliation" of candidate (if partisan office), or "independent."

If not incumbent, you may not use the word "re-elect" but must include the word "for" between the candidate's name and the office sought.

Any political advertisement, including those paid for by a political party, other than an independent expenditure, offered by or on behalf of a candidate must be approved in advance by the candidate. Such political advertisement must expressly state that the content of the advertisement was approved by the candidate and must state who paid for the advertisement. The candidate shall provide a written statement of authorization to the newspaper, radio station, television station, or other medium for each such advertisement submitted for publication, display, broadcast, or other distribution.

Fund Raiser Tickets Disclaimer

Ticket001.gif (3449 bytes)

*"Paid political advertisement" or "pd. pol. adv."**"The purchase of a ticket for, or a contribution to, the campaign fund raiser is a contribution to the campaign of (name of candidate)."**Identity of the person or organization paying for the ticket or advertisement (if provided to the candidate as an in-kind contribution it should state "Provided for in-kind by (name of person contributing the advertisement)."**"Party affiliation" (if a partisan office), or "independent."*

If not incumbent, you may not use the word *"re-elect,"* but must include the word *"for"* between the candidate's name and the office sought.

Any political advertisement, including those paid for by a political party, other than an independent expenditure, offered by or on behalf of a candidate must be approved in advance by the candidate. Such political advertisement must expressly state that the content of the advertisement was approved by the candidate and must state who paid for the advertisement. The candidate shall provide a written statement of authorization to the newspaper, radio station, television station, or other medium for each such advertisement submitted for publication, display, broadcast, or other distribution.

Bumper Stickers that Support Candidates*"Paid political advertisement" or "pd. pol. adv."*

PolSign.gif (2665 bytes)

Identity of person paying for the advertisement. If the advertisement is provided to the candidate as an in-kind contribution it should state *"provided for in-kind by (name of person contributing the advertisement)."*

"Party affiliation" (if partisan office), or "independent."

Any political advertisement, including those paid for by a political party, other than an independent expenditure, offered by or on behalf of a candidate must be approved in advance by the candidate. Such political advertisement must expressly state that the content of the advertisement was approved by the candidate and must state who paid for the advertisement. The candidate shall provide a written statement of authorization to the newspaper, radio station, television station, or other medium for each such advertisement submitted for publication, display, broadcast, or other distribution.

NOTE

Incumbent includes office holders who have been appointed or elected to elective positions.

If the advertisement is in a language other than English, the disclaimer may be in the same language used in the advertisement.

IMPORTANT

Any political advertisement, including those paid for by a political party, other than an independent expenditure, offered by or on behalf of a candidate must be approved in advance by the candidate. Such political advertisement must expressly state that the content of the advertisement was approved by the candidate and must state who paid for the advertisement. The candidate shall provide a written statement of authorization to the newspaper, radio station, television station, or other medium for each such advertisement submitted for publication, display, broadcast, or other distribution.

ประวัติผู้เขียน

หม่อมราชวงศ์ จุฑาทิพย์ ชยางกูร สำเร็จการศึกษาระดับปริญญาตรี สาขาการตลาด จากคณะพาณิชยศาสตร์และการบัญชี มหาวิทยาลัยธรรมศาสตร์ เมื่อปี พ.ศ. 2538 และเข้าศึกษาต่อระดับปริญญาโท สาขาวิชาการโฆษณา ภาควิชาประชาสัมพันธ์ คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย เมื่อปี พ.ศ. 2540



สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย