Contents

Acknowledgments	xiii
Introduction: Political Campaign Communication—Theory, Method, and Practice and the Emergence of a Discipline of Study Robert E. Denton, Jr.	XV
SECTION I: THEORY	
1 The Functional Theory of Political Campaign Discourse William L. Benoit	3
2 "What a Snob": The Reconciliation of Higher Education and Neoliberalism in the 2012 Republican Presidential Primary Luke Winslow and Carly de Anda	33
3 What is Happening There?: Norwegian Newspaper Coverage of the 2016 U.S. Presidential Election Michael Nitz	55
4 Intensity of Face Threats in the 2008, 2012, and 2016 U.S. Presidential Debates William O. Dailey, Shelly S. Hinck, Robert S. Hinck, and Edward A. Hinck	77
5 Too Early to be Funny? An Analysis of Late-Night Comedy During the 2016 U.S. Presidential Primaries Michael Nitz, Allison Koehn, and Hayley McCarron	103

SECTION II: METHOD

6	Presidential Debate Coverage and Conflict Bias in the 2016 Campaign <i>Joan L. Conners</i>	125
7	The Presidential Nomination Acceptance Speeches of Donald J. Trump and Hillary Clinton: Terministic Screens and Antagonist Worldview Jim A. Kuypers	141
8	Making a Case for Textual Criticism: Hillary Studies and the State of Political Campaign Communication Scholarship <i>Melody Lehn</i>	169
9	Barack Obama's Response to the "Angry Black Man" Race Card: A Critical Analysis of "A More Perfect Union" Ronald E. Lee and Aysel Morin	189
10	Kennedy and Identification in Houston J. David Trebing	
SEC	CTION III: PRACTICE	
11	Political Election TV Spots William L. Benoit	237
12	Campaign Politics of Sight and Sound: Populist Rhetoric in a Media Maelstrom John S. Nelson and Anna Lorien Nelson	259
13	The Refutational Power of Ad Personam and Tu Quoque Attacks in Advancing Trump's "Change" Counter-Narrative During the 2016 General Election Presidential Debates Kathryn M. Olson	283
4	Acting "Presidential": The Modern Campaign Meets the Ubiquitous Presidency Joshua M. Scacco and Kevin M. Coe	
5	Orchestrating "The Show": The 2016 Political Party Conventions in Historical Context Theodore F. Sheckels	327
6	National Conventions: Evolving Functions and Forms Tammy R. Vigil	343

~	
Contents	V1
Comerus	Al

17	Tweeting Our Differences: Comparing Candidate	
	Communication in Mixed-Gender and Same-Gender Elections	365
	Lindsey M. Meeks	
Sel	ected Bibliography	389
Ind	ex	401
Ab	out the Editor and Contributors	411