



# Campaigns and Elections: Players and Processes

By Stephen K. Medvic

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Stephen K. Medvic's *Campaigns and Elections* addresses two distinct but related aspects of American electoral democracy?both the processes that constitute campaigns and elections and the players who are involved. In addition to this balanced coverage on process and actors, it also gives equal billing to both campaigns and elections, and to contests for both legislative and executive positions at the national and state and local level.

The book starts by providing students with the conceptual distinctions between what happens in an election and the campaigning that proceeds it. Significant attention is devoted to setting up the context for these campaigns and elections by covering the rules of the game in the American electoral system as well as aspects of election administration and the funding of elections. Then the book systematically covers the actors at every level?candidates and their organizations, parties, interest groups, the media, and voters?and the macro level aspects of campaigns such as campaign strategy and determinants of election outcomes. The book concludes with a big picture assessment of campaign ethics and implications of the "permanent campaign".

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#### Review

"Medvic's book offers a comprehensive tour through the landscape of campaigns and elections. This book is your one-stop-shop for the most up-to-date, yet accessible, scholarship on American political campaigns and elections."

?Travis N. Ridout, *Washington State University*

"Stephen Medvic's *Campaigns and Elections: Players and Processes* is the best comprehensive textbook on the topic. He invites students to learn about all aspects of both campaigns *and* elections, and provides thought-provoking narratives followed by focused discussion questions and role-play scenarios. Medvic lays out the theoretical and practical importance of elections in American democracy in the first chapter, and then reflects back on this information throughout the book with a regular examination of normative considerations. Medvic's *Campaigns and Elections* is *the* book for courses on campaigns and elections."

?Diana Dwyre, *California State University, Chico*

"Stephen Medvic provides readers with a thorough account of the remarkable variety of laws and regulations that govern U.S. elections at the national and state levels. He also amply covers the various individuals, organizations, and institutions – including the candidates, consultants, political parties, interest groups, voters, and mass media – that shape and influence the electoral process. Students and others interested in learning about how American campaigns and elections operate will find everything they need to know in this comprehensive, yet very accessible book."

?Peter L. Francia, *East Carolina University*

"Campaigns are complicated. This book demystifies the electoral process masterfully. A thoughtful, accessible and comprehensive treatment of the subject that will satisfy any student of contemporary campaigns."

?Costas Panagopoulos, *Fordham University*

#### About the Author

**Stephen K. Medvic** is an associate professor of government at Franklin and Marshall College. His books include *Political Consultants in U.S. Congressional Elections*, *Shades of Gray: Perspectives on Campaign Ethics*, *New Directions in Campaigns and Elections*, and *In Defense of Politicians*.

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