

**PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA**

**MOHAMED KHEIDER UNIVERSITY OF BISKRA**

**FACULTY OF LETTERS AND LANGUAGES**

**DEPARTEMENT OF FOREIGN LANGUAGES**

**ENGLISH DIVISION**



**POLITICAL BEHAVIOR IN THE  
PSYCHOLOGY OF CHOICE IN AMERICAN  
2012 PRESIDENTIAL ELECTION**

A Dissertation submitted to Mohamed KHIDER University of Biskra in partial

Fulfillment of the requirement for the degree of Master 2 in literature and

Civilization.

**Submitted by:**

**Abada Radia**

**Supervised by:**

**Mr.Boukhama**

**Juin 2013**

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## **Dedication**

*I DEDICATE THIS WORK TO MY MOTHER AND BIG BROTHER "SALIM", FOR  
ALL WHAT THEY DID FOR ME TO SUCCEED.  
TO MY DEAREST SISTERS AND BROTHERS, AND ALL MY FAMILY AND  
RELATIVES TO ALL FRIENDS WHOM I LOVE AND RESPECT  
TO MY SUPPORVISER AND ALL MY TEACHER WHO EDUCATED ME  
TO ALL WHO SUPPORTED ME TO COMPLETED TIS WORK.*

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TO MAKE MY DREAM A TRUE AND HAVE A BETTER LIFE SO "I THANK YOU  
MAM"*

*MY BIG BROTHER, WHO PLAY THE ROLE OF MY FATHER IN ALL MY LIFE AND  
I THANK HIM BECAUSE HE THINK FOR US BEFORE HIMSELF, AND FOR HIS  
PROTECT AND HIS EMOTIONAL AND FINANCIAL SUPPORT.*

*I THANK MY BROTHERS SPECIALY "HAKIM" AND SISTERS ABOUT THEIR  
HELP AND SUPPORT. IN ADDITION, I THANK ALL THE TEACHER WHO TEACH  
ME IN ALL LEVEL OF MY EDUCATION. AND ALL OF THOSE WHOM BELIEVE IN  
ME AND GIVE THE HOPE TO CARE ON AFTER EVERY FAIL I FACE.*

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## **Abstract**

This study investigate the role of debate in presidential election, for that we have to go deeper in the representative process which made by the founding fathers to have free and equal election without give away to corruption to get into it. In addition we deal with the most change include in the system to be more effective and successful and uniqueness, all of that need the help of extensive means of communication and the passage of the candidates which is the media specially television and the technology of connect with the candidates to be well know and convince voters to make a rational decision for the next leader. Moreover, we will deal with one aspect of the election is the presidential debate and how it work and the effect which leave it in mind of the voter to give their voices as a result of that we know how it made debate and for what they focus more; so the main problem here the relationship between the political behavior of the candidate and its significant in the psychology of the choice the voter to successes the election.

**Key terms:** political behavior, psychology of choice, American election.

# **INTRODUCTION**

**CHAPTER ONE:**  
**REPRESENTATIVE**  
**PROCESS**

**CHAPTER TWO:**

**THE MEDIA AND**

**ELECTION**

**CHAPTER TREE: THE  
2012 PRESIDENTIAL  
DEBATE**

**CHAPTER FOUR:**

**THE ROLE of DEBATE**

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## **Introduction**

The founding fathers design a complex system of election in united state of America. To pass the federal government up-on popular self-government, without instituting a fully-fledged democracy or simple majoritarianism.the development since 1787 have increased the democratic qualities of the American electoral system.

Election in America contain two element, which is the voters and the candidates or we can named as the political behavior of the candidates and in the other side the psychology of choice which followed to made mind about the decision who have the opportunities to be the leader. for that we will divided to two section ,the political behavior by focus in the debate and the psychology of choice but this include two element the media and its effect in the voters mind and the way of voting by use the technology of the media.

The aim of this work to recognize at which level American presidential election rich, and what is the changes which including to be more successful ,in other word the game is the same ;but the rules is change; with keep the same quality of the process for that we will focus in this work in four sections.

We will start by the process it self by show the detail of it and with aspect it contain which mean the historical background of election in addition, we move to the way vote in the past by use primitive tools, and compared with the system of now a day and the new means, but, we cant stop here; because we care on by deal with the voting behavior as a form of political behavior and the history of voting technology with show real effect in young voters specially; and finally the effect of voting technology in political behavior. We move now to basic element of election “debate “with go in the

detail of it and the historical background from the beginning of use it. So these chapters only talk in general and just describe the process.

The second chapter, was the media and election, we will focus in the mass media “television” with improve the strategies of media to shape the image of the candidates ,and in other hand on what extent the negative advertising can help or destroy the candidate image in the mind of the voters, and the impact of TV on political behavior and the relationship between news media and candidates also the effect of media coverage on people, and the role of media in politics and finally media and technology of now a day and their effect in voters.

The third chapter, cover the final debate of presidential election of 2012,with describe the debate in general and after that we will analyzes what happen in the show after that, deal with the main critics and reaction inside the country and outside the country about the topics which discussed positive or negative one.

Finally, the fourth one is the role of debate in American presidential election. We deal with the main principals who followed by voter to made mind; in addition the effect of debate in the decision of the voters, in addition, a meta-analysis of performance in the debate and finally, the techniques of prepared the debates which focus in two things :the discourse and which is the steps of it, and the discourse analysis of the speech and discover the ideological analysis of the address and its effect to made the success of the election.

In this research, we try to investigate the role of debates in American presidential election or in other word, establish the differences between the old system and the new one and in what extent did the debate contribute in wining of presidential election. In addition, the presidential debate is not a new thing add to election to make it more

success but the point which we want to reach is the debate allow is not a big deal what make it more effective, is the other means which can support to pass the message of the candidates simply and more face it with the help of the most effective tool beside politics in general and election specially which is the media.

Moreover, the aim of this work to look for the real relationship between politics and media and how each one often could effect the other ,furthermore, we highlight the nature of American mass media throughout its covering American election.

We have chosen this topic because the political issues concern all the humanity especially election.also, media are regarded as strong modern weapon that affects directly the world and the local public view. Therefore, we want to overlap this reality in order to give it more importance, especially the American election debate concerning foreign policy. Thus, this study tries to answer the following questions:

What is the role of debate in American presidential election?

What is the impact of political behavior in the psychology of choice of the voters?

To what extent did the debate contribute in wining of presidential election?

To be able to cover the previous statements, the inter study is divided into four chapters. At first one deals with the research methodology the first” the representative process” and the second “the media and election “the third one “American presidential debates 2012”, and the last one “the role of debate in election”.

This is to vast and long, we can not investigate the whole of it, because it requires a combination of the political behavior of the voters in the American election for that we are obliged to limit our study, in describing the debate of presidential election and in other side analyzing it .to show the role of debate and its influence in the voters, to

shape a good opinion about the election programmers of each one of them by using the most effective tool, which is mass media.

In this study, we use descriptive method since we are dealing with a subject in civilization. This method helps us in describing and analyzing the American presidential debates and its impact on the election.

Finally, this theme is a very sensitive topic therefore we try to do our best to be objective; we hope that this study will successful shed light on the fact of mass media coverage election. In addition, we will focus in the strategies which followed by voters to decide who is the next leader according to the political behavior of the candidates and how can convince voters to give them their voices.also,we hope that our work will be only the first step for the other researcher to do more investigation in this topic.

# **1. CHAPTER ONE: THE REPRESENTATIVES PROCESS**

## **1.1. INTRODUCTION:**

The political representation has been stressed through American history. The representation system in the US is due to peaceful shift in power. Abraham Lincoln in his Gettysburg address of 1863; he talked of preserving “government of the people; by the people; and for the people” it is through election, which American people choose their representatives to the federal government.

However, American election differ very much in all aspects of election from the electoral system around the world; because its complex and unique for that the founding fathers make this system which is a result of extensive rule...its interest is to avoid corruption and chitin in election which doesn't express the real people opinions choice.

Moreover, we will shed the light in two aspect of election, the way people used to vote in the past and the changes which included for make the process easier to the citizens which mean “technology”. In addition, the presidential debate and how is shape the election and help voters and candidate to pass the massage and the voters know more about their next leader, in this angel also the debate change not as task, but as a way of performance to establish the information or the electoral programmer by focus in the discourse and the physical appearances and their effected from the Lincoln age to now a day. so here we will make like comparison between the past and the present systems used in election to make the race care on .

## **1.1. Historical background:**

### **1.1.1. Election in general:**

Means to vote for a candidate who represents and supports people interest in organized procedures that described by politicians as the powerful that government organizes, and in which all people participate.

In a parliamentary system, is an election in which all or most members of a given political organization are elected? The term is typically used to submit to elections detained for a nation's primary legislative corpse; as illustrious from by-elections and local elections.

In presidential systems, the expression refer to a regularly scheduled election which both the president and also "class" of all members of the national legislature are elected at the same time .A general election day might as well contain elections for local officials we refer to the word; its origin in the UK general elections for the house of commons. (pauwels10)

### **1.1.2.Election in USA (process):**

The founding father came with the idea of find an exact arrange which introduce a system of the American constitution, they did much attempt the engineer the best way of the presidential process of closing. Their great value efforts finished after more than a half of century. With producing many rules; that least to say about them is that they were difficult and hard. These rules were naturally and not planned rules

But, they are supplying informally an organized choice to the structure included in the constitution (McCormick p4).

One of the main important aspect or characteristics of the USA political system is that it has the best election calendar on the world. the organize of American election for neither federal state nor locale government .it is not only the problem of choosing president; that take attention to the election process, but every opportunity for administrative position ,at any

degree do again the idea of election .even the process covers the number of many election times organized in many countries ,all together.

Green and Gerber said “Americans have more chances to vote each then year than many countries such Britain, German, or jupon have in their life times. Thousands of Americans seek election office each year, running for legislative, judicial and administrative posts (p01).

The way which followed by the American voters in American election of participating must be well organized .the American electors participate in the national, state and local elections at not high degree, which is typical element that characterized the American vote (althen and El p 81).

The main aspects which make the election in US shape a new challenge by using a new system which parties. Since 1832 and 1844, election modified into a race of the parties’ .the event of election started to be limit an exclusive on by two electoral parties that were national scope, the Republican Party and the democratic one. The two parties organized administration, in which each party establishes its candidates to the presidency. The consequence of this was overstated campaigns to stimulate the mass electorate (mc cormick p4 -5) .by 1844 the party competition, and the rules had become well established. Most of its major aspect was to continue for more than a century .even important realignments of political parties in the 1850 and again in 1890’s didn’t have very significant the character of the electoral process to the presidency (mc cormick p6).

The founding fathers introduce an office which could participate to the balance of the governor and require execution of the law. The purpose focus was set up on the process of electing a president because election should be protect to the action of parties, and election also eradicate corruption.

They were achieving about the topic; and so did their best to build an electoral system, that promises a stead stand against all what can be considered as a danger .the result was a new

and complicated ideal arrangement that involved that use of elector's .the scheme is new because the system made fresh ideas that Were not proposed before, and complicated for it makes the process operates in an indirect manner (mc cormick p 07).

The aspect of presidential selection process is shaped through undetermined thoughts which were a result of spreading thinking by the framers, who where capable to design the presidential election in too general, clear, obvious methods for selection. The reason that the founding fathers prevent from following

The old ways of election was their fear from simplicity of choosing leader executive through national legislature or by giving way citizens right to vote for the authorization. Instead, they decide to go behind an indirect method of election through the use of electors. Every state was given right to direct its own way to make in charge electors ,through state legislature , which made the process of election special from state to state ,since each one could create its own instruction and rules that see them appropriate for the state .(mc cormick p08)

Which make American election particularly the presidential election .the characteristics of looking for states voters rather than popular votes of the nationwide (Tara p01) .this keep to the foundation of an unclear process of election, because some states prefers that the choice was to be made by legislator, and other think to be by popular vote in the state at large (mc cormick p8) .according to Tara “the electoral system in America ,in which the constitution favors an electoral vote by the state rather than popular vote, is an important reason that enables varies citizens to live in free society ,in which peace is common share.

### **Electoral College:**

Wagner wrote “presidents are elected based not on the number of popular votes they receive, but on the number of Electoral College votes. Each state has contain number is based on the number of senators from state usually two. Presidential election ,the party whose votes in a state wins all the electors of that state .there is exception of two states ,they are Maine

and Nebraska two electors chosen by state wide popular vote and the remainder are chosen by the popular vote within each congressional districts”(p34).

It is common misconception that the US is a pure democracy, but American voters do not directly elect the president of the US rather, as set up in article II of the constitution, electors from each individual state nominally cast ballots for the president and vice president in the Electoral College.

The Electoral College was originally created keep the vote in the hands of people and downplay partisan politics. Ironically, modern critics find the winner take all approach of the Electoral College unfair because it takes the vote out of the hand of people and many fail to reflect the popular national will by unfairly skewing the importance of individual votes in certain states.

Other views claimed that congress is the only institution who can make the last decision ,moderation would be the righteous solution ;the electoral college combines the two views, because it comes after popular vote ,in which people vote fore candidates ;and the process of electing the president doesn't process unless congress votes.(keech 16)

### **Popular vote:**

According to Powell the popular vote is “means citizens vote that is organized to vote for list of presidential electors from both parties “.so it followed three steps in the process in which citizens directly throw their vote for a candidate; the candidate who receives the most votes from citizens win the election. While, the popular vote was not the final element in the race of choosing the president. Actually the popular vote through the secret vote called “ballot” is a vote added to the party’s votes. The number of the electors in the lists of presidential electors all together is 538, equal to number of congressman and other three congressmen from the District of Columbia. In order to get the vote at this level, a candidate must win 270 votes that will cover him to move to the next stage. (Powell p 15)

**Choosing the president:**

The house of representative is where the decision for choosing the president is made; there each state delegation is given one vote. The vote is arranged equally, in this process, neither the population number nor the geographical districts of a state is taken in the account. Even the number of congressman of each state is not important for instant California ... , a president is elected when one candidate wins a majority of the votes of state assignment many vote for any one of the top three presidential candidates in the electoral vote (Powell's p 14).

**Election Day:**

Election Day is set by law (Nobleman 5) on Tuesday following the first Monday in November in any given presidential election year. On Election Day, voters in the state are not voting for presidential candidate himself. They are actually voting for a state of electors (democratic, republican or third party), once the votes have been tailed, each state will certify the slate of electors for the party that own a majority of that state's popular vote.(Almond 16

**Election calendar:**

The presidential campaign and election process usually take approximately two years; the classical periods of this process are as follows:

- Spring of the previous calendar year – Candidates announce their intentions to run
- Summer to December of the previous calendar year – Primary and caucus debates
- January to June – Primaries and caucuses
- July to early September – Nominating conventions (including those of the minor third parties)
- Late September and October – Presidential election debates

- Early November – Election Day
- December – Electors cast their electoral votes
- Early January of the following calendar year – Congress counts the electoral votes

January 20 of the following calendar year – Inauguration Day (“US presidential election” par 31)

### **1.1.3 .the classical system of voting:**

The presidential Election Day was recognized on a Tuesday in the month of November because of the factors occupied. When voters used to travel to the polls by horse, Tuesday was a perfect day because it accepted people to worship on Sunday. Journey to their county seat on Monday, and vote on Tuesday all before promote day Wednesday. The month of November also well properly between harvest time and harsh winter climate, which could be mainly bad to people traveling by horse and buggy. (“US presidential election” par 10)

### **1.1.4. The new system of voting:**

Political scientist long documented that the act of voting is rich and benefits of voting may be minor, voters should be small in many situations research in US has usually focused on one of the most significant costs associated with voting .although, reforms in US have made the voter registration process easier and more convent .these reforms include the liberalization of voting by mail procedures the development called “voting centers”.

Regularly, one of the voting approaches is distant internet voting the use of distant internet voting has been explored outside the US, internet voting has had similar effects to those improved absente voting, the result be likely to increase voting among those who are already likely to vote. However, it is too early to say what the impact of this technology will

be produce and participation. The internet voting did grow in use from its first use in 2005 and is especially popular among young voters.

The internet voters also participate in politics different compared to the traditional polling place voters(“voting behavior” par 1,2)

#### **1.1.5. Voting behavior:**

Voting behavior is a form of political behavior, understanding voters behavior can explained how and why decision were made either by public decision makers, which has been central concern for political scientists or by the voters.

To interpret voting behavior both political science and psychology knowledge where necessary and as a result, the field of political psychology emerged. Political psychology made a study in which affective influence to make informed voting choices.

The behavior concerning a voting decision certain factors, moreover, key public influences include of emotion, political socialism, tolerance of diversity of political views and the media.(par1)

#### **1.1.6. Brief history of voting technology:**

There are three period in American history than characterize the technology and methods Americans have used to cast votes. From the 1700 to 1800 which focus in the use of partisan paper ballots. From 1800 to 1900 level voting machines to day, were in a period centered on the use of electronic voting and ballot-counting technology.

The first one, voters using either a paper ballot that was printed one of the political parties or by voice voting. Both techniques were used well into the post civil war era.

The second one, at the twentieth century, voters used mechanical vote casting and recording “voting machines” often called level machines voters votes on a lever machine by standing in front of a machines, with a large set of small levers, each vote recorded mechanically, by using physical counters, lever machines were adopted as a tool for combating ballot-box

stuffing in some jurisdictions. The first electronic voting system was introduced in the 1900, using punch card ballots and electronic tabulation.

Since the passage of the Help American Vote Act of 2002, state and local governments have been debating whether to transition to DRE and in recent years some states have moved from DRE technology have produced security concerns and questions about the ability of election officials to check elections. (“voting behavior” par 1,2,5,,6,7)

### **1.1.7. humanizing the study of voting technology:**

The investigation of voting technology and their effects on political behavior and election is still in first stage. Research prior to 2000 provided some foundations for the new study of voting technologies, and social scientists have quickly moved to apply existing theories to many of the new research questions that have arisen since that important presidential election.

The use of new techniques for studying observational data, however, should not be seen as a replacement for the use of actual randomized laboratory or field experiments. There has been an detonation of interest in the social sciences in the development and use of laboratory experiments and randomized field experiments .There have been few attempts to use randomized experiments to study many of the questions we have discussed earlier in party but those attempts have generated some intriguing and important results. Working in association with election officials, researchers need to look for out extra opportunities to realize randomized field experiments that can help answer many of the remain questions concerning how voting technology affects political behavior and election outcomes. Studies of how voting technology affects political behavior have yielded important results in our understanding of residual votes.

Finally, Observational and experimental studies in the American context need to study the complex interactions between voting technology, political behavior, and many of the

descriptive characteristics of voters. Other important variables to consider are familiarity and use of computers and other forms of technology, gender, education, and socioeconomic status. (“voting behavior “par 1,,2,4,7,8)

### **1.1.8the new aspect of presidential election (debate):**

Whereas, the first general presidential debate was not detained until 1960.in the U.S they were in fact born out of a well publicized Illinois senatorial debate between Abraham Lincoln and Stephen Douglas in 1858.this debate was face to face with no moderator or jury, which one of the candidate open each debate with a one hour speech; then the other candidate had an hour and half to rebut; and finally the first candidate closed the debate with a half-hour to reply. The basic subject of the debate the ethical and economic quandaries posed by slavery. The impacts of their senatorial debate couldn’t see directly and their previous debates helped define their respective personnel positions in that election, but they didn’t meet during the presidential campaign.

In 1948, the presidential debate would get an increase with a radio relay of a debate between republican primary contenders Tomas Dewey and Harold Stassen. This debate coverage between 40 to 80 million listeners. The both candidate invited to debate at the University of Maryland. In august 1956 Mr.kahan sent a letter to UM president Wilson H.Elkins in which he proposed to have the US presidential candidate from both political parties together on the same stage to answer questions from a group of college students, in other way, he sent letters to the chairmen of the democratic and republican parties, Maryland governor Theodore Mc Kelvin and Eleanor Roosevelt. He responds to him that she “felt this might be something that would sic the interest of young people all over the county “. In addition Mrs. Roosevelt also sent a letter regarding Kahn’s proposal to James Finnegan, Adlai Stevenson’s campaign manager, endorsing Kahn’s proposal. The impact of Kahn’s proposal on the Kennedy –Nixon debates during the 1960 presidential campaign is unclear, but his

ideas did receive national press contact .four years later the first televised debates (the Kennedy –Nixon debates) were contained.

In 1960, the first presidential debate was on September 26, 1960.between senator john F.kennedy, the democratic nominee, and vice president Richard Nixon, the republican candidate in Chicago at the studios of CBS'WBBM-TV. Historians J.N Drachmann observed “television primes its audience to rely more on their perception of candidate image .at the same time, television has also coincided and ideologically driven” three more debates were then held between the candidates. (Josh Clark CNN par 5.6)

**Conclusion:**

As a conclusion to all we have seen in this chapter the representative process in America have a radical change since the founding fathers design the constitutional system of election. But, by the time this system keep the same target to get the election, but the rules is change or we can say that the tools of make the race powerful and successful is more hard to deal with it ,in order to the technology of now a day. Although, we will focus more in to element of this game is “voting technology”, and “presidential debate” for make effective role to convince voters to made a rational decision.

## **2. CHAPTER TWO: The media and election**

### **2.1.Introduction:**

To day, television allows candidates to demand frankly to the people, with the assist of a party organization. Candidates frequently attempt to make use of coverage to their advantage, according to graber "media coverage is the very life-blood of politics because it shapes perception that from the reality on which political action is based .Media do more than depict the political environment ;they are the political environment" (grabber p 238).

Newscasts featuring candidates are regularly short harshly paying attention reports that can be looked in the screen as possible. Television is critical to most Americans knowledge of political affairs, according to Mckeever"the source from which the Americans gain knowledge of presidential elections we find a cleaver predominance of television "(p 134)

however,media and election have astong relation ship we can not separet them because they complit each other ,we mean media need a task to talk in it for made its presense and in other way election or the candidate requirethe cover of the media by help them to spread their propaganda and shap a strong image ;but some times use the the tools for get the race and creat gossibs to atack the other candidate .the media has adeep effect in voters to decide which is the next leader ;all of this need a political behavior to convence voters to follow speciafic psychology and mde a decision.

## 2.1. Definition of the mass media:

The mass media are typically the prime source of information on politics of the day. (Almond, Powell, Dalton, and storm p55)

According to David Mauk and John Oakland, in their book American civilization: “media may include any form of communication by which people are informed educate and entertained. In the US ,it refers primary to the print media(newspapers, books and magazines) and the broad-casting media (TV and radio) but some of these forms have also become profitable parts of the films video and computer industries as multi-media corporations have been established in recent years (p324)

### 2.1.2Media strategy:

Television was the most effective means deal with election, because most Americans get their political knowledge from it. For that candidate focus more their plan to spend most of their time to developing an effective media strategy. To make a strong election rule need two things: the first thing to spend as often as possible the candidate seen and the show. The second condition was to help the candidate in positive way.

The media focus in two sides the positive one when it makes its job of representing the candidate to the people in this case, it limit the attention with only the side which can support the candidate, but the second one, when it deal with the personnel life and, the relatives of the candidate and make gossips about them this could make a negative light to the runners, the best example of that, was senator Gary hart the leader candidate of democratic party presidential nomination in 1988.

The scandal of the relationship between the senator and the model Donna Rice, in the case Hart campaign never covered.

The attention of media two sort, the first one which covered only the candidate. In addition, second was the most important which have the candidate to pay to get a good advertisement to the public image of the candidate (McKeever p 138-139)

### **2.1.3 The candidate image:**

Candidate image in television is important to made methods of effecting image in the mind of the voters .the major basic element of this is the physical appearances of the candidate; in addition ,academics and political consultants agree that “it is becoming increasingly difficult for physically attractive candidates to get elected”(McKeever p 139) even the most politicians from the past who were not physically beautiful, such as Abraham Lincoln, they will face many difficulties to achieve a successful political career. Moreover Larry Sabato said that candidates are now preselected by physical appearance with their good looking television presenters:”we have had a convergence among three types of people .Anchor-persons on television, politicians and game –show hosts all look very much like to day .and that’s the effect of television “.

The presidential election of 1960 as the most interest symbol which focus in the role of the physical appearance or we say the body language of candidate on television. The first televised debate between John Kennedy and Richard Nixon, this debate made a deferent opinion of the people. It focus more in how the candidate dressed and how to be deal with the question ,moreover, the analysis after

the show was totally deferent ;because the people who heard the debate on radio states Nixon had won, but who watched on television believed Kennedy had won. In contrast, jimmy carter, both candidate in 1976, sometimes dress casually on TV, for show themselves as decents” man of the people” so here t physical appearances is not only the basic aspect of shaping a good image of the candidate .

By other way, jimmy carter use an other strategy in the election of 1980 which is “rose garding strategy” after his failure this strategy is the white house rose garding “it cover the main aim to make him respect and his policies, the general explanation of this system is to make his propaganda see by all the people by including the camera to witness the work which he made.

When a president George w.bush in2004 presidential election in this time we will see scheme deferent “clear and determined” in his thoughts and policies by using the attack on his enemy in order to make him not giving a clear answer and result to be soft on issues.(Mckeever 139)

#### **2.1.4 Negative advertising:**

The political effect of negative advertising which use by candidate as weapon to attack each other, and work hard to made a negative image by use what voters dislike in such candidate and start to attack him or her in political record or position.

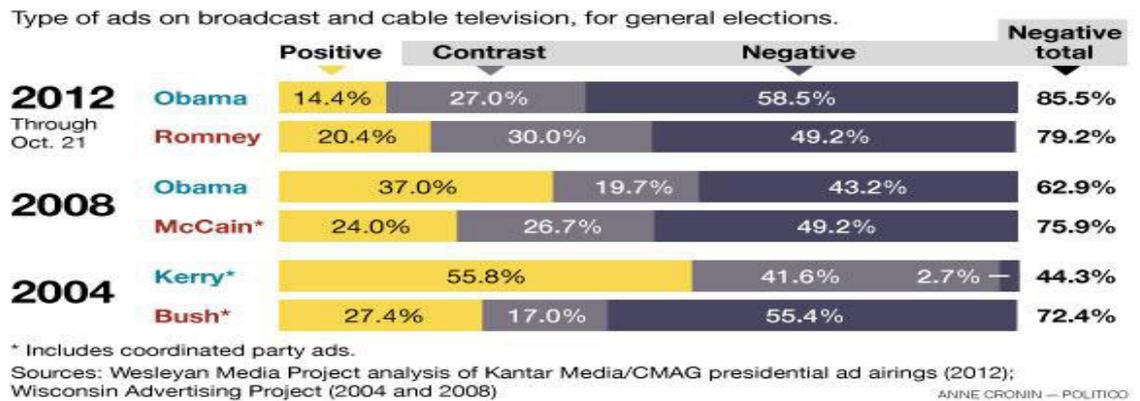
The media was two faces to the same coin, which can support the candidate to reach the top, and in other wise can exterminate him to be no thing. the first major negative advertising and the classical example was tony schwarts”daisy commercial “which use the same tools of making scandals to the candidates the usual example take pictures to the candidate with a girl or in an appropriate situation and established to the media and to made a strong reaction of the voters about the event

and the 1980 become negative advertising a regular feature of elections at all levels of office and even of primary elections. (Mc keever 141)

But, the 1988 presidential election was particularly marked the use of negative advertising by republicans against the democratic candidate. On the other hand, like advertising could lesser the quality of elections and increase the suspicion of the people about politics and politicians in broad. In addition this negative advertising doesn't focus in the candidate's own good deed, although, it set up a contest between two individuals presenting and two deferent propaganda for the public's support.

Essentially, also negative advertising may have a important impact on voters choice .it always focus on your enemy negative features than only to by attention to your own positive aspects, in other word; it is play with the emotion of fear and hope of the electorate's because it is the old rules of the game sometimes will be problem, however, when it is more spread the idea that the campaign interest in the negative side. But this method will damage the public opinion about politics.(142)

The 2012 presidential election was dominated by the negative advertising Political scientists have long been studying the effects of negative ad campaigns on voter opinion, and many analysts are focused on how campaign 2012 will be affected. But scholars have complicated the simplistic view often repeated in the news media that negative ads “work” as a general rule. For example, the *Washington Post* wrote about five commonly held “myths” about campaign ads, while the *New York Times* has analyzed the specific circumstances when ads matter and their design and effects. At a deeper level, such ads may work to both “shrink and polarize the electorate,” as the political scientists Shanto Iyengar of Stanford and Stephen Ansolabehere of Harvard have long pointed out.(“Negative advertising”par4)



### 2.1.5 the impact of television on political behaviors:

The social scientists investigated in the impact of television on political behavior, certainly voting behaviors. These attitudes failed to get any proof about the effects of television in the way people vote: “the persistent finding of almost three decades of research has been that the mass media have minimal effecting changing voters’ attitudes”

Moreover, other studies noted by contradict: the people think that media have a great important effect on performs of politics and publics opinion. Politicians behave on the foundation of the same presumption, but; all of the studies failed to show the substantial impact. (Graber 4, 12)

however, these experiment make us in difficult situation, because the commonsensical told us that television is the important means which give the political data, and if they place a great deal of confidence in the dependability of that information ,so absolutely they have to be influenced by television(Mc keever 138)

### **2.1.6 The interact between candidates and news media:**

The most important aim of candidate is to establish their propaganda to as possible of the voters, so they operate the media in two sides simplify and fluent their note in addition to achieve many followers as possible for that candidates spend many times interacting in deferent manners with the media ,and caring as on their terms as possible.

The stories which light by the news media also selected specially advertising, formally can be discussed whether in the news or internet “newsworthy “mainly when a lot of the official news coverage of campaign is being spun by the campaign to seem as positive .like Ted Koppel stated about the 1996 republican meeting, “this meeting is more advertisement than news event”

Also ,the media occasionally will not focus in the message of the candidate but demanding to cover other element of the competition which are more attractive ,typecast the candidates .broadly ,the relationship between the news media and the candidate is one of cooperate and difference ,in which both sides connect on each other to rally their target.(balkin par 1,2,3)

### **2.1.7The effects of media coverage on people:**

In spite of its function, most media work on viewers change their opinions about an election, most voters didn't interest in election and also, made up their mind politically .for that, the role of media to support preexisting about; the coverage of media of subject, is not well thought-out more normally, but also measured more significant by audience, whether or not elections are mentioned.

Besides, media function is to help people by informing them about topics and candidates which were uninformed of, growing acknowledgment of the names and faces of candidates that they are in election. On rise of media technology like

internet and chain TV made the task simple for the voters to choose and avoid data on elections which is not necessary; this makes voters in general less at risk to the political messages in the news media.(balkin sec 7 par 1,2)

### **2.1.8 the role of media in politics:**

The role of media in politics is supposed to inform the American people with the facts of what our politicians are doing in Washington DC, because the media has become preferred by liberal, progressive democratic .the modern role of media in politics aim on confusing the public into a particular way of thinking or it propaganda; politics divided people by its nature, into hostile groups has been the role of media in politics for a lot longer than 32 years. it has been to corrupt the young get them a way from religion, make them superficial ,and destroy their ruggedness and control all means of publicity thereby get the peoples mind off other government.

In addition, it has become broadcasting profuse marker slogans like change we can believe in, without ever asking or investigating what the change means; or what kind of changes were they are talking about in the 2008 election for president obama.

The tolerant border news media would secrete all the bad things like president obama's minister, Jeremiah rights rants and do every thing in their power to make obama look like the next messiah and savior of the American people. The opposite has prevented to be the truth .the only thing obama has proven to bring us closer to socialism and on end as a country.

Moreover, the role of it , become noting more than a propaganda division of the liberal progressive democratic party, the main goal has become to misinform them with news and facts but, in contact, it has turned the public for political gain,but,it

has turned the political atmosphere into negative and vicious political war .we will lose every thing that our founding fathers worked for, and also all of our rights as citizens that were given by the bill of right,because, every political system is also an economic system because the right target is financial rather than duty to the country and the right of people .(James Garrett par 1,3,6,8,9)

But, William curl has different opinion about the role of media in politics .the short and long term effects can not be denied, however, does the new media offer us second political information or simply entertain us for profit and ratings?

Television opened the airways for an onset of media opportunities; television media quickly improved their position in the political process. Politicians and the mainstream press could not help but take them seriously; one of the criticisms levied against the television media was that they trivialized serious issues of governing by mixing politics with entertainment .any political topic could analysis all the day ,for that ;media could be a tool of support or than in you side .campaign strategy had to be changed, the power of television was not to be denied.

Progressively more, the internet has become a tool for political communications as well as, on the net you could gain political information express political opinion, and contact other voters and leader. You could also make political dominations, in this year's presidential race, candidates have risen literally millions of dollars on line. The web has become an electronic town hall in short time; the social media has grown into a major player in the new media.

The media has found its function in to day's politics .rather its talk show, television or the internet; they have laid a foundation, built a platform from which to voice their social agenda and flex their political power .how much of that voice is

quality content is still up for debate. One thing is for sure if you want to succeed in politics, it will not hurt to have the media in your corner. (William curl par 5,6,7)

### **II-1.9 Media and technology:**

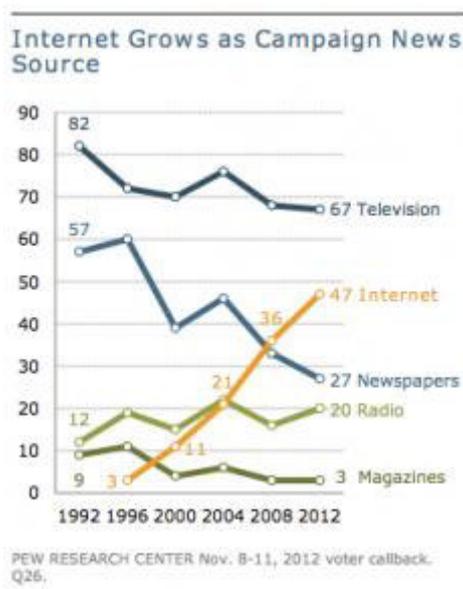
Technology and media have also effected presidential campaign .the development of both radio and television has given way to the dependence of national political advertisements across of communication those methods of communication. In 1992 George H. W. Bush's broken promise of "Read my lips: no new taxes" was extensively used in the commercials of Bill Clinton and Bush's other opponents with significant effect during the campaign.

Since the development of the internet in the mind 90's internet has also become an important aspect of presidential campaign, especially since 2000.the internet was first used in the 1996 presidential elections. But, primarily as an information sheet for the candidate online. It was only used by a few candidates and there is no proof of any major effect on election series.

In 2000, both candidates bush and Al gore created and reorganized their campaign website. But it was not until the 2004 presidential election. Was the possible importance of the interned seen .Howard Dean's campaign developed campaign websites in year was a model of future complain websites, his websites played a great significant role in his campaign strategy, it allowed the supporters to read and involved about the campaign and connect with other supporters. A Gallup poll in January 2004 discovered that 49% of Americans have used the internet to get data about candidates; 28%they use the internet to get this information normally.

In 2008, the internet became the voice of people tool way for the users to connect with each other and with the campaign ,all the candidate use the social media the popularity of the candidate considered by the number of “friends”.

Internet channels such as “YOU TUBE” were used by candidates to share speeches and advertisement for free. This also served as conversation for users to attack other candidates, this represents 73%of adults’ internet users, 22%to get data about and discuss the elections and 26% used sell phones to learn about or participate in campaigns.(“US presidential election par 1,2,3,4,5,6)



### Conclusion:

The media should communicate the kind of political information that the voters needs in order to make rational voting decisions. Voters should know what policies the candidates propose and what the effect of these policies is likely to be .voters have also informed about the past record of politicians and the sort of government they propose to run.

However, modern media presentation of politics, politicians show themselves as possible in television in way that make them attractive figures, but in other side media is a weapon of to faces can made you hero or the bad person ever in the world for that the image candidate is important in the process of elections.

Moreover, the development of technology make the task easy for the candidate to made a good propaganda and makes a relationship between voters and candidates for answer any question about the candidate itself or election programmer ,but in other hand ,the supporter make a conversation between each other and defend about the favorite candidate wish make a war between each other because voters are not stupid its hard to make them agree about them to be a leader who defend for their problem and take decision for them.

### **3. CHAPTER THREE: The 2012 American presidential debate.**

#### **3.1. Introduction:**

The American presidential debate of 2012 has largely focused on direct effects on viewers. By expanding the context of debate effects to post-debate citizen communication.

In addition, it highlights the sensitive subject which interests the citizen specially the economy, poverty, education, jobs...but, foreign policy maybe is not an interest topic for the American people. This idea takes us to the recent election of 2008 when American chose Obama to solve their problem which is received their arms from Iraq; and stops their suffering because there are tired from the foreign invasion and Americans forgot their country problems.

Although, the 2012 debate in foreign policy can make a big deal for the future of American, for that we will discuss the third debate by show the main details of it .moreover, the analysis of the interview and mention the main critics and comment of the politicians to cover all the event and know in what extent the foreign policy effect in American people and how they deal with it.

#### **3.2. The US presidential election 2012:**

Was the 57th presidential election, it was started on Tuesday, November 6, 2012. The competition or the challenge was between two major famous parties, the first one: the democratic candidate president Barack Obama from Illinois; and his running mate vice president Joe Biden ;were elected for the second term. The second one: the republican candidate Mitt Romney from Massachusetts; and his running mate; Representative Paul Ryan of Wisconsin.

The four major debates were made during the last weeks of the election: three presidential and one vice-presidential; the most topics which were discussed including the economy, jobs, the national deficit, taxation and spending, the future of social security and Medicare ,health care reform ,education ,social issues and finally the foreign policy.(“US presidential election” par 1)

### **3.3. Third presidential debate:**

Took place in Boca Raton; Florida between president obama and mitt Romney was on October 22 at Lynn University. Moderated by bob Schaeffer, CBC news chief Washington reporter and representative of face the nation. Topics discussed included the recent attack on the U S consulate in Benghazi, Libya, Iran’s nuclear program, the Arab spring ,especially the Syrian civil war , relation with Israel ,relation with Pakistan the war on terror ,us troops from Afghanistan the size and scope of the US military and relations and trade with china as well as the rise of the nation ,governor also briefly broaches the subject of the on going insurgency in Mali .although the debate was supposed to strictly concern only foreign policy .the candidates did manage to fit a new domestic topic or policy issues such as create jobs ,education ... (“US presidential debate “par 1.3)

#### **3.3.1. Summary of the debate:**

##### **3.3.1.1the changing Middle East and the new face of terrorism:**

###### **3.3.1.1. Libya:**

The US can look after them by more economic development, advertising of gender equality and the regulation of law Romney said “The Arab spring disorder has acceptable al-Qaeda to get strong”

Whereas, according to Obama “we support liberation of Libya, most Libyans still considered us as friend...I will make sure we protect Israel, protect religious minorities and women develop their economic capacity, but also make sure we are doing more nation building here than in Middle East”(“2012 presidential debate”sec 1,par 1,2,3)

### **Syria:**

Concerning Syria, Obama said that Syria worked with Israel and other followers to take the authority from Assad. So we will not deal with it until we know exactly who we are helping. Here we are playing a leadership role. But, when the governor asked about his opinion to be involved in Syria, he answered that “there is no need to send arms to Syria, but when they need a help, we will support them”. In addition, Obama did not add anything else, and Romney said what I have already done. (par 3)

### **Egypt:**

When the president asked about his opinion from what happened in Egypt he said that I have no regrets, we have to support women's rights and their agreement with Israel to fight terrorism, so we have to give their young people the hope for a better life. But, Romney stated that I didn't have a problem with Mubarak to make a peaceful world, we tried to make a change there is no debt, raise our military power and stand strong with our followers and principles (par 4)

### **The role of America in the world:**

It is obvious that America plays a great role to control the policy around the world. Romney mentioned that we have responsibility to help growth of principles like election freedom of speech...we want to end the war. For that we must be strong to raise our own economy. Moreover, Obama shouldn't have been silent during “the green revolution” in Tehran. To do that, I mention five point plans: energy independence;

more free trade especially Latin America; training; create balanced budget; and support small business creation.

Whereas, Obama replied “what Romney mention now, have already worked in it for four years ago”. US is strong than the past, because we ended the war in Iraq, we are rebuilding our economy by retraining workers for growth the industry and cutting our oil imports by building choice of energy(par 6)

**Afghanistan:** The main question should we asked in this situation: should we still leave Afghanistan in 2014 even if they are not ready? Romney said that they will be ready. He adding that Pakistan has a great impact on Afghanistan, because; they have 100 nuclear warheads.

While Obama illustrated an other point, he state that the end of Iraq war, we could refocused on Afghanistan we have finds the objects can make us to destroy al-Qaeda’s core leadership. The Afghans are strong enough to protect their country.(par 7)

**Pakistan:** The moderator asked the governor so is it time to leave Pakistan? No, they have nuclear weapons, to will be sure that Pakistan will not cooperate with Afghanistan as soon as we leave (par 8)

**Israel:** We refer now to the Middle East .but now we will deal with Israel: what is the reaction of US when Israel attacks? But here both candidates announced the same answer, we will stand with Israel militarily and the race of nuclear arms in Middle East is unacceptable.(par 9)

**Iran:** The moderator asked the president what about the future plan for Iran? Obama said “end their nuclear program, for reenter global community”. But Romney have opposite opinion and start to critic Obama, according to him”Obama a show his weakness to his enemy, because he didn’t take a decision for the green revolution “and

he add that the first thing we will meet the enemies, more of that he apologized to them .we are closer to nuclear Iran. Obama replied to the attack of Romney and he mention that all what he said is not true because Iran is weak now more of any time before. When they asked about the future damage to the national security of this country they answered: obviously; terrorism.(par 11)

**The rise of china:**\_The final point we will discuss tonight the rise of china and tomorrow's world. They said that china doesn't want war, and we can work with them, but they have got to be responsible by concluding our talk for a good future, I want to create workers for the jobs of tomorrow; less of spending but, also strong our military to protect the US after the decade of war and to invest in home and make the world safer place.( par 12)

**3.4. The analysis:**\_the mission here limited in interpreting two element of the Debate: how each candidate shows his charisma in the show by analyzes the physical appearances, in addition the framework of the topics which discussed:

We can prove by show the debate and interpret the character of each competitors, for that, we saw the soft angel in the show was romny,his finger in the previous debates was disappeared,Moreover,his character was weak in contrast the president ,in addition, Romney was seemed more careful and less challenger.

In the first half of the debate, Romney mentioned al-Qaeda ,but the contradiction he opened his took congratulate the president because he kill bin laden in ,the same time blame him by say:"I look around the world I don't see our influence growing around the world, but I see our influence receding".

Romney stick in the idea that the strong of the military defense of the country is not enough for a country leader the world like America so he suggest or support to increase the defense budget (Justin vaissé)

Foreign and security policy is always easily for the president ,give that he deals with it daily briefed by intelligence analysis generals and diplomats ,although ;Romney has been receiving intelligence briefings since last month ,it is not the same Romney sounds like someone trying to remember their study notes obama had a powerful start .

Romney tries to make a mixture of economy and foreign policy. King says “he is going to make a connection between the economy and foreign affairs. You can’t have a strong country unless you have a strong economy”.

According to the statistics of briefer of the issues of the debate .people vote for strong on terrorism and security obama 49% ,Romney 42% -policy toward Iran obama 46% Romney 43% -Israel obama 42%,romney 46%-handle an international crisis obama 38%,romney 30%-confidence in the ability of both candidate obama 62%,romney 58%

Obama always, represent himself as a powerful guide changing international waters by saying “my first job as commander-in-chief is to keep the American people safe, and that’s what we’ve one over the last four years”.

**Larry sabato** “the director of the university of Virginia center of politics” said the president dominates the show and was comfort “the president through superior knowledge and having after four years are record that is secure in the field, won the debate, he also mentioned that Romney was “visibly nervous though “it’s doubtful did any real scratch to himself”.

**Darrell west** ,also think that obama “dominate the debate” while Romney “loss many opportunities to show leadership by pointing out policy different both of candidate were hoping to gain to control the discussion, by touch on the Arab spring ,Afghanistan ;Israel; and china .obama always show himself as powerful guide of changing situation saying “my first job to keep the American people safe that’s we have done over four years “he mention also in the night the killing of bin lading ,and Kaddafi in Libya.

**Roger Simon:** Romney was not bad but the worst thing was repeatedly forced to say he agree with obama on policy after policy but obama master the subject ,and he take a less of the last debate for that Romney loss his debate may be because he is not well prepared the theme “wrong carless”.

**Hilary Leila Krieger:** the first thing they took about the absolute support for Israel and in contrast for Iran to acquire nuclear weapons.(“political analysis on the final debate “par 1,2,3,4,6)

### **3.5. The main comment and critics of the debate:**

**3.5.1. National reaction:** The last debate gets great attention from the people and specially politician and journalist. Although, before the debate all of them expect that the economy and the other topics are more important rather than the foreign policy. Some say they are good, we mean the way of performing. In other hand, some of them illustrate a strong note more of that many of them were angry because their candidate didn’t done well.

We refer to the scholar which they are express their blame about topics didn’t mention it in the show. So, here we can say that the major critics were covered two aspect: the techniques of prepared the topic which mean the performance, and the second thing discourses analysis how to answer to the question according to the future

plan if they get the presidency .Now we will mention the most critics and reaction about what they have said about the topic the last show.

**DR Larry sabato** state “its possible obama will get a honest raise from the final debate”.

**Karolyn bowman**, “an analyst from right leaning think tank American enterprise institute ,noted “I doubt this debate will change any minds about the election “.

**Peter foster “editor, last night”** Illustrate that Romney failed to show his leadership delivering a extraordinary soft performance .the advisers addressed Mr. Romney at time failed to advance any foreign policy at all.

**Tim stantley:** we have to judge this debate as part of the narrative arc of this season .Romney won the first debate by a mile because Romney ‘s win was so important ,it sparked an in period change Americans states to think of him as presidential material .that’s why Obama wining ,the second debate by an inch made a little impact ,people were watching Romney not to see him land punches but to see how well he could take them .He won the third debate because by the end of the night Romney and Obama ‘s position on narrative have switched ,Romney now look like the president Obama look like the challenge

**Peter foster “Editor” :( last night)** it was Mr. Romney who failed to show leadership delivering a extraordinarily soft performance .the advisers addressed Mr. Romney at time failed to advance any foreign policy at all. While few Americans care about foreign policy,”passing the commander in –chief test is crucial to broader electability: Mr. Romney didn’t disqualify himself, but in the particular battle, he did nothing to cover himself in either”

**Fox news “Joe trippy”:** called the debate “the big huge” moreover, Romney tried to embrace Obama’s policies on many of major foreign policy question of the day in an attempt to block the president from painting him as reckless and extreme ...the subtle message from Romney to night, that foreign policy should not be a deciding issue in this election, may have been the one that broke through the most.

**Victory Davis Hanson” in national review” :**in the third debate ,Obama had to show in 90 minutes that the first two debate were accident , and that Romney was not president enough to end his term. He did not do that by any means; for all his interest interruption and attacks Obama scored few points against the workmanlike Romney who knew that he simply didn’t have to lose.

**The leader of new York times:** said “Romney completely lost “closing statement he said almost nothing about foreign policy”

**Alex spilluis:** attacking from the opening bell, Obama accused his opponent “wrong and reckless” foreign policy that was all over the map “.in an encounter that was ostensibly devoted to oversea affairs.

**Roger Simon “of politico”:** At age 65, Mitt Romney probably was done with school. but he got schooled by Obama on foreign policy at what will be their last meeting before election day .Romney wasn’t terrible, but he was on the defensive for much of the evening a fine sheen of sweat popped on his forehead long before the debate ended and.....worst of all...Romney was repeatedly forced to sais he agree with Obama on policy after policy.

**Mr. Ryan “from CBC”:** this morning:”to compare modern American battle ship and navy with bayonets. I just don’t understand that comparison .look we have to have a strong navy to keep peace and prosperity and sea lanes open .the president ‘s ,all these

defense cuts ,if all defense cuts go through, our navy will be smaller then it was before the first world war. that's not acceptable and yes the ...the ocean hasn't shrunk .you still have to have enough ships to have a foot print that you need to keep sea lanes open to keep our strength abroad where it needs to be.

**Ms Tobin says that:** bring together two candidates from the left and two from the right and let them speak about real issues, the kind of things that people really care about .from foreign policy, to the economy to taboo subjects like our diminishing civil liberties and the drug war, Americans deserve a real debate, real solution, and real electoral options.(“US presidential election” par 1,4,6,8,9)

**3.6. Conclusion:** The presidential debates as a new system use by the candidate to show each candidate his propoganda and to focuses in shape a strong charisma to gathering as possible of votes. The debate contained many issues domestic and the foreign policy ,maybe many of the people focus more in the national project for the country ;and foreign policy is the last interest but, in this election may notice that the people didn't focus in the issues but how each side try to convince the voters to be the next leader of the country in other way ;start to work in the country problem beside rebuild a rule the world and fixed the international security in the world .although, in this case we will see on what extent the debate effected in the general view of voters to select the right men in the right place .specially, if the challenger subject was foreign policy.

## **4. Chapter four: The role of debate in election 2012**

### **4.1. Introduction:**

The media look forward presidential debates as a public event of great important and as assort of excellent sink of American democracy .although political scientists reminder that in contrast to the social gathering convention, the common election debates don't usually have impressive possessions on voters. In addition, the level that the debates are important in terms of influence, the design can to some extent favor the competitors about whom the public knows less .the previous example of john F. Kennedy political scientist Sydney Kraus state the well known idea that he won over the television audience but not the radio listenership.

Although, correspondents usually look for winner and losers, audience understanding the debate in deferent way, made two immediate judgments: one whether or not the candidate seems” strong enough” to be president; and two whether one of the candidates is better choice. Debates can change perceptions of the candidates’ personality, but they do not make use of a significant effect on perceptions of the candidates’ leadership ability (Benoit, William L p 335).

The aim of presidential debate has largely focused on direct effects of debates on viewers, by growing the background debate effects to post-debate citizen contact, and indirect effects of debate performance mediated by debate induced citizen communication. These findings afford a new cover of complication to our understanding of the mechanisms fundamental debate effects (Hilly us sunshine D; Jack man sun on p 583,596)

**4.2. The basic aspect of influencing voters to choice leader:** the main question can we asked about this item was what really influences voter's choice of leader?

The debate which contains a huge wealth of data maybe is an excellent item: it suggests that there is require for it, and this in revolve suggests a big number of people are dynamically involved in the politics that directly affects their lives, So anything interested people be encouraged.

However, after every debate or high political event people produce opinions and interpretation, analysis, discussions, and classification, the danger becoming basically insignification. but the aim is not defending your policies in front of people, is not the most important fact of the job.

The debates are portrayed a fundamental critical analysis of candidate suitability, the measures of animals in behavioral science labs don't come under this much analysis; when every sentence, signal and position (physical and ideological) can get result in a level of detained psychoanalysis that an electron microscope would regard as "a bit invasive" what opportunity does any normal human have of receiving frank and exact opinion of the useful facts for make a rational decision? They are expected to end up become known gradually the information in someway, and focusing to end up match to their own views an principals, and if this used by necessity can objective choice based on the truths in fact be expected?

People in fact vote for who they do can often be no more complicated appearance. In a way, of contradiction to dynamically decide who will make a decision for you, the human cognitive evolution is connecting with democracy. For that we have to made a

logical decisions based on the broad socio-economic factors and how can we choose who we want in charge?

The primitive societies, the leader have to be the one who can control most others by being the biggest or the powerful; it means the one you don't want to traverse. But like the other have to be more extensive and complex. So the mechanisms have to direct the public by its leader, certainly religion play a great role ;by madding promising to raise the idol who will cost because he break the social rules, by using deep methods and have every one satisfy by this rules.

To make someone in charge is not an easy progress. The background played an important role in description of someone as a "good leader" for instant ,the leader have to do better in the time of crisis .but in the peaceful time ,people try to get their rights because there is no coming –up danger to worried about it.

The social and psychological factors find-out whom and what are the main characteristics have to be in a good leader. In this case there is different theories, but the basic one is "the presence" that indistinct, nevertheless, the important feature was to be obey without objection. Just how you would count this is anyone's estimate.

Robert F. Bale's social psychologists classify the leader in two categories: the assignment leaders (behavior to get the goal a job done), and socio –emotive leaders (who afforded psychological well-being to group).politicians require to be elected for start directing behavior and carrying out the jobs of governing, they always collapse interested in the last type.

People will vote according to things they can grab. Both politicians and the media knows that perhaps why so much time and attempt is used up on outwardly in appropriate facts like photo opportunities and approved phrasing; these are things a lot

of people will share to .as a result can win the election .Ergo, they 're not unrelated after all.(Dean Burnett par 1,2,4)

#### **4.3. The effect of debate in the decision of the voters:**

Thomas Holbrook a political scientist critic that the past debates are more dominates in terms of voters learning about candidates. In his study “political learning from presidential debates Holbrook stated that the evidence insignificantly indicate that the most important debate ,at least in terms of data achievement ,is the first debate ...the first debate is detained at a time when voters have less acknowledgment at their dumping bigger divide of voters expected to be in doubt.

James fallows political journalist noted that the Obama-Romney debates can be mainly important. Although he acknowledges that the “past two cycles of general – election debates have been anticlimactic” he add “this year’s exchange have the possible to be diverse, and more impressive”.

One significant area of prospective impact of the debates in their ability for what political scientists call “agenda setting” the salience strategy and campaign topic can rise the effect of public mind, And this power or weak of exacting movement .

The political scientists notice close the influence and the democratic function of debate in broad; and the ability of social science to evaluate their true effects. Investigated studies prove that people have a great deal of complexity make a significant judgment about two opposing messages and assertion of fact, as in a debate background raised voters’ knowledge on topics ,doesn’t essentially equal influence ,and studies prove the idea that the debates support follows positions, with partisans just becoming more critical. Furthermore, the debates are only one exchange information

points in the campaign, taking place among a sea of advertising and other cultural conversations, and are hard to separate from other dynamics.

The Pew Research Center made a survey indicate that two thirds of voters react at the debate by two words “very” and “somewhat” cooperate in decision-making. but some scholars think that when asked about the effect of debates, people are given to hand out them big impact; they match to ideas of coherent reflection and downplay the power of negative advertising and other such opinion covering exchanging. (Robert Erikson par 4,6,8)

#### **4.4. A Meta-analysis of the effects of performance US presidential debates:**

Televised debates are now an estimated element of the American presidential election operation. A meta-analysis was used to cumulate the investigation on the effects of issues a voters uses to evaluate candidates, and can change favorite for candidate’s issues, debate can change perception of the candidates’ personality, but they do not make use of a significant effect on perception of candidates’ leadership ability.

Debates influence vote favorite primary debate increase issues information, influence perception of candidates character, and can change voter preferences ,no support was found for several possible moderator variables on issues knowledge ,character perceptions , candidate ability, and vote first choice :nature of days between date and election, or data collection method..

The first debate had a large effect on voter preference than other debates, but was not a moderator for other dependent variable the opportunity that other moderator variables are at work can not be rejected. (paul brandus par 335,350)

#### **4.5. The technique of prepared debates:**

#### **4.5.1 The discourse:**

##### **4.5.1.1 The control of text and talk:**

The important in performance or train the power of group is to manage the structures of text and talk. Linking text and framework, accordingly we already might choose on the possible discourse type or speech acts of a chance. For example, a teacher or judge could need a direct answer from a student, in that order, not a personal story or disagreement. More significantly, we can look out how powerful speakers can neglect of their power in such situation.

Also, usually genres have conservative schemata consisting different types. The way may be prohibited or necessary, as when open or close a parliamentary meeting is a choice speaker and some compliments in a dialogue the only used by speakers of a particular social group, position, age or gender.

The essential element of discourse is who control the topics and topic change. the most important condition of control discourse is depend on context ,that is on how participants interpret the expensive situation.

While, most discourse control is contextual, even limit details of meaning, form or style. And many critical studies terminate the importance of general strategies of positive self-presentation of the dominated out groups. the division of Us and them that characterizes common social representations and their basic ideologies is as a result expressed and reproduced at all levels of text and talk.

In addition, almost all levels and structures of framework, text, and talk can in standard be more or less restricted by powerful speakers and such power may be injured at the cost of other participants. It should though be strained that talk and text do not

always and frankly pass or represent the general power relations between groups: it is constantly the background that may hold up, emphasis or if not change like relationship. Clearly not all men are always dominant in all conversations nor professor, for that issue. (“discourse analysis” sec 1, par 1,2,4,5)

#### **4.5.1.2 Mind control:**

The first major form of power is controlling discourse but, to control people’s mind is the other basic way to reproduce dominance and power. “Mind control” is practical expression to sum up this complex process. Cognitive psychology and mass communication research have shown that influencing the mind is not as simple a method as basic ideas about mind control may propose. recipients can rather independent and changeable in their explanation and uses of text and talk, also as a role of class, gender or culture, but however recipients will rarely reflexively admit the planned option of special discourses, on the other hand we should not overlook that most of our beliefs about the world are required during discourse.

“Mind control” involves more than only achieving beliefs about the world during discourse and communication. The aspect of power and dominance in this case enters the image in deferent ways, such as:

Except conflicting with their personal beliefs and experiences, recipients are likely to recognize beliefs (knowledge and opinions) throughout discourse from what they see a respective, truthful or realistic sources, like scholars, professionals or dependable media in this wisdom, powerful discourse is contextually defined in terms of the supposed power of its authors\*In many situations these are no other public discourses or media that may not have the information they are exposed to.

Directly linked to the preceding points: recipients can not have the information and values required to brave the discourses or information they are showing to.

The previous points illustrated that the mind control is a form of power and dominance if such control is in the importance of the powerful and do what one wants, then such missing and limiting the freedom of others, mainly in one's own attention, happens to be one of the definitions of power and domination.

While, these conditions of mind control are mainly appropriate, other conditions are discursive, that is the role of structures and strategies of text or talks itself furthermore, given a particular context specially meanings and forms of discourse have more effect on people's minds than others, as the very conception of "persuasion" and a tradition of public spoken may show.(sec 2 par 1,2,3,4,5)

#### **4.5.1.3 Analyzing the mind:**

The complex processes of investigate; how discourse can control people's minds, we have to bring the comprehensive psychological representations and cognitive operations studied in cognitive science. Because still a tolerable summary is furthermore the range of this chapter, we will only in few words set up a few ideas that are crucial to recognize the process of discursive mind control.

Typically, the most functional characters prepared between two element, episodic memory, and social memory. We will begin with episodic memory which is the store of experiences or subjective representations, or we can name as "mental models" consisting of the specific knowledge and opinions people have accumulated during their lifetime.

Moreover, the practice of the continuing situation, communication and discourse is as a result of represented in mental model, which we can call it as a context model. The second one social representation, which is more general and theoretical socio-cultural information, attitudes or ideologies, people contribute with other members of a group. while this distinction is often rather obvious it should be distinguished that groups may also share thinking about “collective experiences “or specific historical events as is usually the case for holocaust .

As a result, in general be based on a mental model of a personal experience, but a party program or prejudiced slogans rather express the beliefs of a group. as language users are not only individuals but can also speak or write as members of several groups their discourses could also express socially shared mental representations of these groups; inside a group, social representations are typically presupposed by the discourses of group members.

Now, we can define “mind control” as the control of the mental models or social representations of other people. Like this control is a form of domination, it is in the attention of the powerful and against the best interests of those who are thus persuaded clearly, it is the control of social representations of a group that is most significant for investigation. Like this control can affect both knowledge of a group, with the socially shared opinions and ideologies of the group.(“discourse analysis” par 1,2,4,6)

#### **4.5.2 Discourse analysis:**

**4.5.2.1 Discourse:** is broadly term with many a definition, is a wider term than “text”.”I shall use the term dissertation to refer to the whole process of social interaction of which a text is only a part”. (Fairclough 24)

#### **4.5.2.2 Critical discourse analysis:**

Critical discourse analysis (CDA) is new method in linguistic analysis .usually approached from the angles of linguistics, sociology and psychology. The aim of critical discourses analysis is to investigate how such practices; events and text arise out of and are ideologically shaped by relations of power and struggles over power; and the language to investigate how the cloudiness of these relationships between discourse and society is itself a factor securing power and hegemony. (Ibid, 134)

Three levels of discourses, firstly, social conditions of productions and interpretation, which contributed or lead to the origination of a text, and at the same time, how the same factors effect interpretation. Secondly, the process of product and interpret. In what way the text was produced and how this affects interpretation. Thirdly, the text being the product of the first two stages, commented on above. (Faiclough, Ibid: 24-26)

#### **4.5.2.3 Analysis:**

##### **4.5.2.3.1 Ideological analysis:**

The investigation and explanation of the ideological feature of obama’s opening address attempts to link to interpret covert ideology of this text. At the same a diachronic method will be useful for different obama discourse:

”my fellow citizens: I stand here to day humble by the task before us, grateful for the trust you have bestowed careful of the sacrifices borne by our ancestors”. The opening line of speech was different from the style of bush, “my fellow Americans” are proof obama’s form of address can see as more inclusive ,including all nationalities and

ethnicities, applying a more citizen-centered also, the style of Obama can be explained on the lines of what voters is the cornerstones of American democracy.

Our economy is badly weakened as effect of series of wars which we entered it in the term of Bush. Obama not only condemns “greed and irresponsibility” of the individuals when commenting on the effect of financial crisis.

The president acknowledges the continuing war on fear; however, he makes no reference to the terrorist organization Qaeda or the kill of Osama bin Laden.

”I don’t want to lose this election .not because of what losing would mean for me...Michelle and me will be fine no matter what happens. Because of what mean for our country and middle class families .this race is very close I’m not willing to watch the progress you and I worked so hard to achieve be un-done believe in you, if you stick with me, and if we fight hard than ever for the next two weeks; I truly believe we can’t lose”.

Obama has put out an usually personal plan for support in an email supports ,it is of course accompanied by the usual request .when have we heard that “stick with me “line before; because he were under attack liberal leader.

”My plan will use the saving from ending the wars in Iraq and Afghanistan to put own people back to work”. Here Obama take a responsibility of make the country safe by end the war in Iraq, and should the voters give him the support to his plan to end the war in Afghanistan, but he has opposed timeline.

”My plan build on our manufacturing growth by end the tax breaks for companies that ship jobs overseas”.

Obama concentrate on the economy further and explain his philosophy stand point to the ways of distribution of nation wealth, but stop tax the small companies.

”the question we asked to day is not whether our government is too big or too small, but affords a leaving that is distinguished where the answer is yes, we intend to move forward. Where the answer is no, programs will end”. Obama express the real situation which create for America as a big country interfere in the world problem and try to make a peace and freedom around the world in time it forget the home problems, and in other way spend a big budget in inter other countries in stead of work this money in the country to solve poverty, create jobs, build homes and destroy the idea of anti-Americanism.(“analysis of the debate “par 1,5-2,3)

#### **4.6.Conclusion:**

To sum up all what we have discussed about the role of debate in American election. The debate is not only a huge data discussed by candidate and give promises it for get voices, but, commonly leave us wanting more, as the candidates often move questions, and the sound bites ,in addition, only discuss important issues on a surface level. What can learn about each candidate from the debates? What are their positions on key issues like health care and US China revolution? What is the role of pubic discourse in the world’s most significant election?

To analyze the role that the presidential debates play in the election and identify specific issues that president Barrack obama and governor Mitt Romney could discuss, providing introductory context and explaining both candidates position these issue briefs serve as a guide to watching the debates and following compaign, as well as entry point for researching and understanding key topics on a deeper level. They also

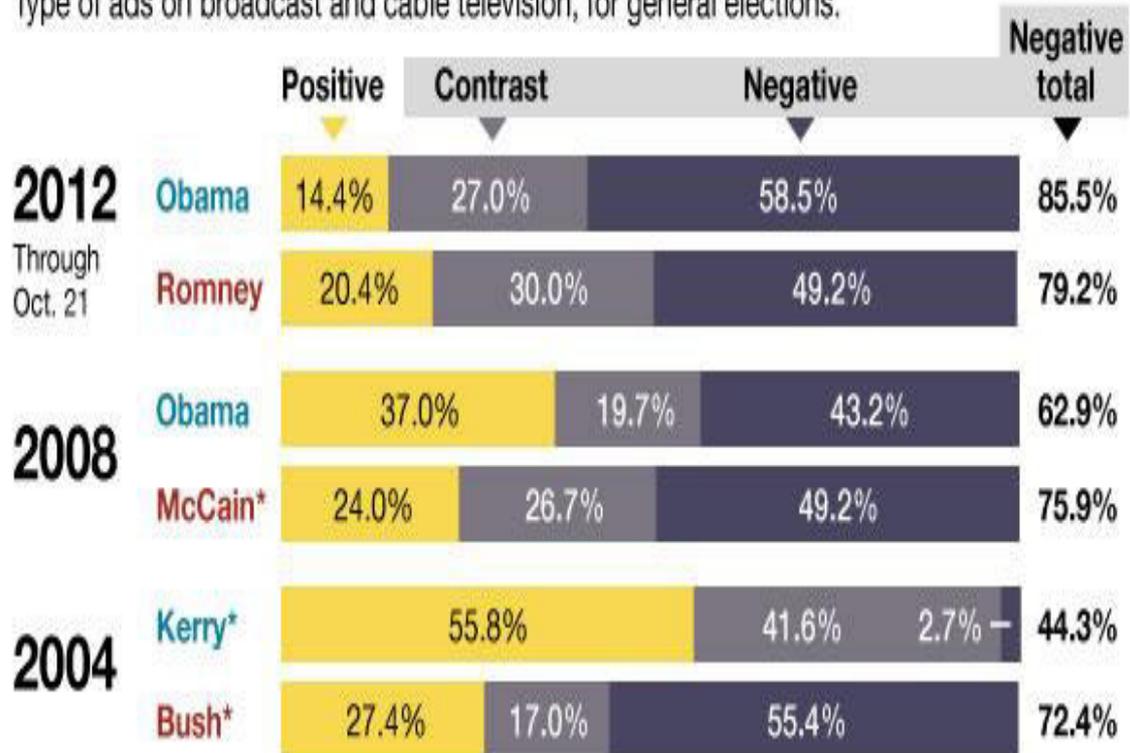
highlight how different policies affect young people, foreign, domestic and economic policy issues will be covered including some of the most pressing topic of the day.

### **Conclusion:**

In the final of this dissertation discover that the relationship between election and media is stronger than other aspect of election. Moreover, the debate in election is more effected than propaganda or other aspect because it deal deeply in the voter by show the political behavior of the candidate when they present their programmer in front of voters to convenes then to select the best leader who have the ability to defend about their right and make decision for them in the internal or external crisis all of that need a strong personality master the position which they are charge in it and have an experience in the field because the voters are not stupid and think hard to make a person in charge.

Last not least, this research like many others is no more than a step forwards the American election and its nature and the role of debate in shaping US presidential election. We hope that it will be a spotlight and beneficial for the student or even for people interested by the issue.

Type of ads on broadcast and cable television, for general elections.



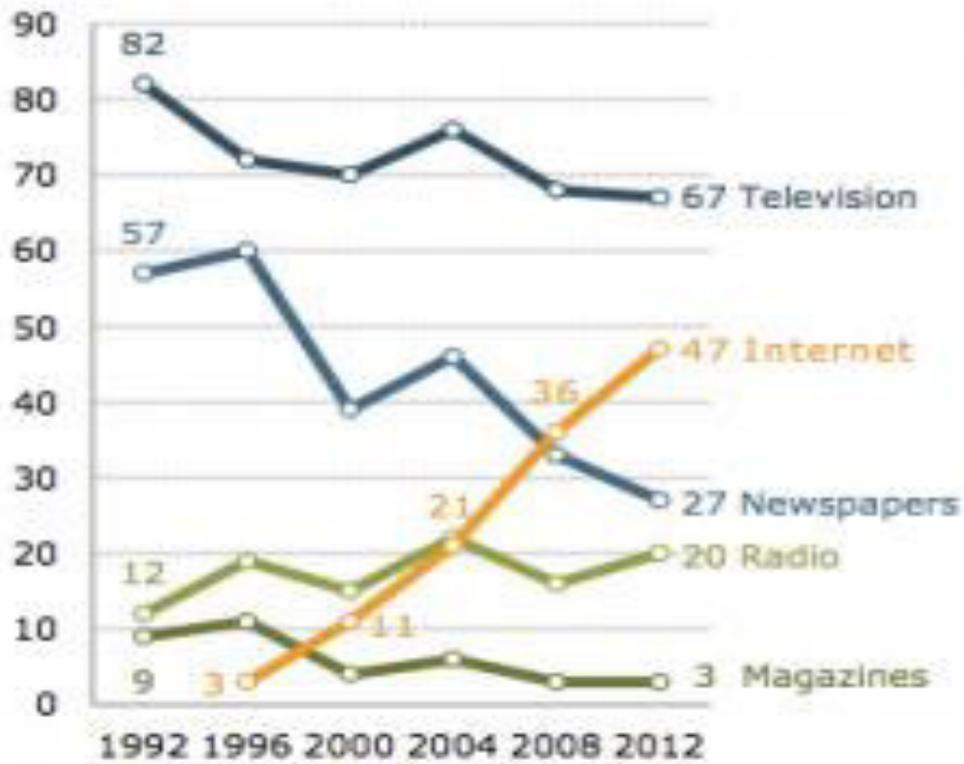
\* Includes coordinated party ads.

Sources: Wesleyan Media Project analysis of Kantar Media/CMAG presidential ad airings (2012); Wisconsin Advertising Project (2004 and 2008)

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## Internet Grows as Campaign News Source



PEW RESEARCH CENTER Nov. 8-11, 2012 voter callback.  
Q26.

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