U.S. Politics and the Media:  
A Selective Guide to Materials  
at the British Library

by

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U.S. Politics and the Media

Introduction

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   Campaign advertising
   Campaign films and videos
   Elections – general
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   Polling/Forecasting
   1960
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Introduction

During the past fifty years an on-going media revolution has transformed political communication in the United States. Yet, despite potential access to political information being at an all-time high, many observers believe that the culture of ‘infotainment’ is preventing a corresponding increase in either levels of political knowledge or political participation.

This guide is intended as a bibliographic tool for those interested in the ways in which U.S. politics and the media converge – a subject of great contemporary interest to both scholars and the general public alike.

Due to the large number of articles that appear on this subject every year, the guide only includes monographs and in general these have been published in the last twenty years – although there are several notable exceptions.

The guide is divided into seven sections. The first covers political campaigns and elections and includes works on campaign advertising, the impact of televised debates, and the increasing importance of political consultants. The second covers all aspects of the media’s political coverage: print, radio, television and online. The third includes works on the media and the Presidency, and the fourth covers the relationship between the media and Congress. The final three sections cover Public Opinion/Public Policy, Women, and Political Marketing and Communication. Several works appear under more than one heading.

All works are followed by their British Library shelf-mark. The majority of works are held at the British Library at St Pancras, London. A shelf-mark prefaced by 'DSC' indicates that the work is held at the British Library Document Supply Centre in Boston Spa, Yorkshire, but may be ordered for reading in London.
I: CAMPAIGNS AND ELECTIONS

Campaigns - general


**Campaign Advertising (see also Television)**


**Campaign films and videos**


**Elections – general**


**Primaries**


**Conventions**


**Debates**


**Political Consultants**


Polling/Forecasting


1960


1976


1980


1984


1988


1992


1996


2000


II: MEDIA

Media – general

(YC.1999.b.7104)

(YC.2003.a.10872)

(DSC: 96/14632)

(YC.1989.b.2406)

(YC.2003.a.6717)

(YC.2001.a.15704)

(DSC: 96/28630)

(YC.1997.a.3216)

(YC.1999.a.2361)

(DSC: 99/30619)

(YC.1998.b.3822)

(YC.2000.a.10222)

(YC.1998.b.2367)

(YC.1994.b.6528)


### Internet


### Political Commentators


### Press/Journalism


Radio


Television (see also Campaign Advertising)


III: THE PRESIDENCY


Herbert H. Hoover


Franklin D. Roosevelt


Harry S. Truman


Dwight D. Eisenhower


John F. Kennedy


**Lyndon B. Johnson**


**Richard Nixon**


**Gerald Ford**


**Jimmy Carter**


**Ronald Reagan**


George Bush, Snr.


Bill Clinton


IV: CONGRESS


V: PUBLIC OPINION/PUBLIC POLICY


IV: WOMEN


VII: POLITICAL MARKETING/COMMUNICATION


