

The Rise of Negative Campaign Songs in Presidential Elections, 1928 to 1944

Abstract: This paper will attempt to account for and explain the proliferation of negative, attacking, and satirical lyrics in campaign songs between 1928 and 1944. It will explain the shift from 'positive' to 'negative' campaigning which occurred during this period and will identify its manifestations in campaign song lyrics of the time. This paper will also discuss the consequences and implications that these campaign songs had for the future of American politics, in particular the precedent they set for negative advertising in presidential campaigns, for Americans' perception of politics and politicians, and for a general lack of faith and trust in government and the presidency.