



The Performance of Politics: Obama's Victory and the Democratic Struggle for Power

By Lillian Chavenson Saden Professor of Sociology Jeffrey C Alexander

Oxford University Press Inc, United States, 2012. Paperback. Book Condition: New. Reprint. 234 x 155 mm. Language: English . Brand New Book. Contemporary observers of politics in America often reduce democracy to demography, and presidential elections are no exception. But do differences in class, gender, race, and religion really determine the vote? The Performance of Politics develops a new way of looking at democratic struggles for big-time power and it explains what happened, and why, during the 2008 Presidential campaign in the United States. Through a series of simple but telling concepts about meaning and performance in public life, illustrated with vivid examples drawn from a range of media coverage, participant observation at a Camp Obama, and interviews with leading political journalists, Jeffrey Alexander argues that images, emotion, and performance are the central features of the battle for power. While these features have been largely overlooked by pundits, they are, in fact, the primary foci of political actors. Winning depends on creating images so that candidates can become heroes. Obama and McCain carefully constructed heroic self-images for their campaigns and the successful performance of those representations characterized not only each candidate's actual rallies, and not only their media messages...



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