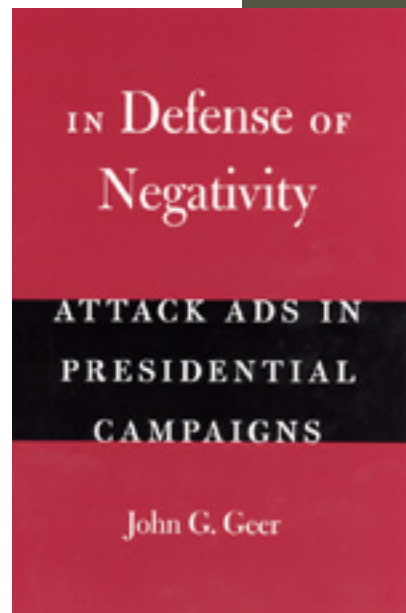


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John G. Geer on the deregulation of campaign advertising



Among a handful of other important decisions handed down by the Supreme Court this week, Monday's ruling to loosen the restrictions on political advertising campaigns was among the most important according to John G. Geer, Vanderbilt professor of political science and author of the recently published *In Defense of Negativity: Attack Ads in Presidential Campaigns*.

A video of Geer's response to the court's decision recently appeared on the Vanderbilt University website. Geer argues that by opening the door for the proliferation of issue ads in political campaigns, the court's decision will likely result in more negative advertising. Geer, however, argues that negative ads actually help to stimulate the democratic process by providing voters with relevant information they need before they head to the polls. Navigate to the [VU website](#) to watch.

Posted by TXM on June 29, 2007 12:28 PM | [Permalink](#) | Archived in [Books for the News](#)

Comments

While the theory of democratic debate based on negative ads is interesting in practise the ads can be very damaging to the whole process when executed properly. I'm not just talking about TV ads but print ads/flyers distributed just before election day. Sometimes the negative ads backfire but when they are executed right they often cause damage that can not be corrected before election day in very tight races.