

**The Logic of Campaigning**  
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We consider the issue of the sort of statements which a candidate running for office might make during the course of the campaign. We assume that there are various issues on which different groups of voters have preferences and that the candidate is aware of these different groups and their preferences. Her problem is to choose statements which will have the net effect of improving her perception among these groups of voters. We represent the situation using the propositional calculus with each propositional variable representing one issue, formal theories (representing the perception of the candidate in the minds of the voters), and for each voter, a distance function from that voter's preferred world to the possible worlds which might come to exist should the candidate be elected. We assume that candidates talk in such a way as to decrease the distance which voters perceive between their own preferences and the candidate's position, keeping in mind that different groups of voters have different preferences.