

American National Government
POL 140
Sections 3-6
Political Parties, Candidates, and Campaigns

Drew Seib

October 22, 2012



- Paper 2: Must be peer reviewed. Look for the long list of references at the end of the article or book.
- Extra Credit
- Syllabus



- Political Parties
- The Two-Party System
- History of U.S. Political Parties



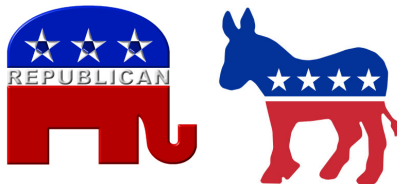
Political Party: An ongoing coalition of interest joined together in an effort to get its candidates for public office elected under a common label.

Party System: Refers to the key characteristics of party competition in a democracy, including the number of parties, the types of parties, and the nature of the conflict among them.



An Example

Three parties that people are familiar with. How many win?
What divides them?





- Get into groups of 5 (I need 7 total groups).



- Get into groups of 5 (I need 7 total groups).
- How many parties (teams) were there at the end of the simulation?
- On the 0-100 scale with 50 being moderate, where were those two teams?

Two Party System and Party Positions

Duverge's Law



Duverge's Law : In a democracy with **single-member districts** and **plurality voting**, only two political parties will have a reasonable chance at winning elections.

two-party system only two parties have a real chance of controlling government.

Single-Member Districts: each constituency elects a single member to an office.

Plurality Voting: The candidate with the most votes wins. It may be less than a majority.

- Lets start off with a liquor store example.

Two Party System and Party Positions

Duverge's Law



Duverge's Law : In a democracy with **single-member districts** and **plurality voting**, only two political parties will have a reasonable chance at winning elections.

two-party system only two parties have a real chance of controlling government.

Single-Member Districts: each constituency elects a single member to an office.

Plurality Voting: The candidate with the most votes wins. It may be less than a majority.

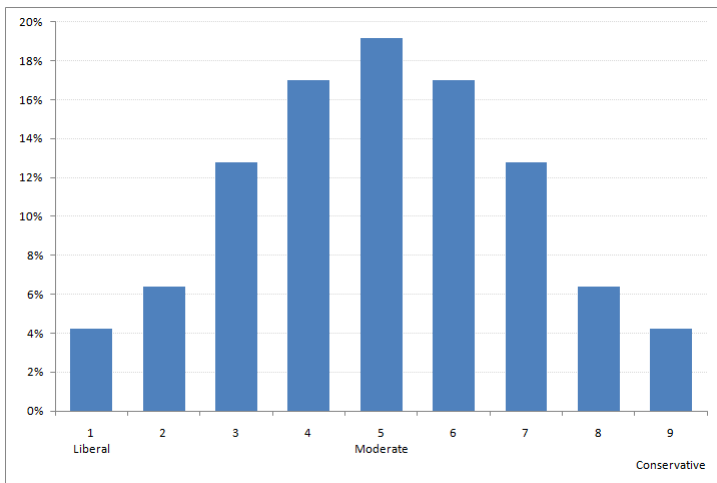
- Lets start off with a liquor store example.

Party Positions

Median Voter Theorem and Duverger's Law



Election Number One

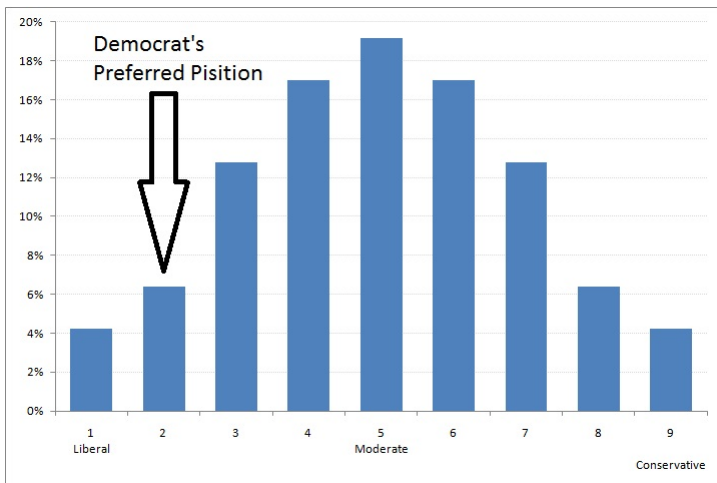


Party Positions

Median Voter Theorem and Duverger's Law



Democrats Establish Preferred Position

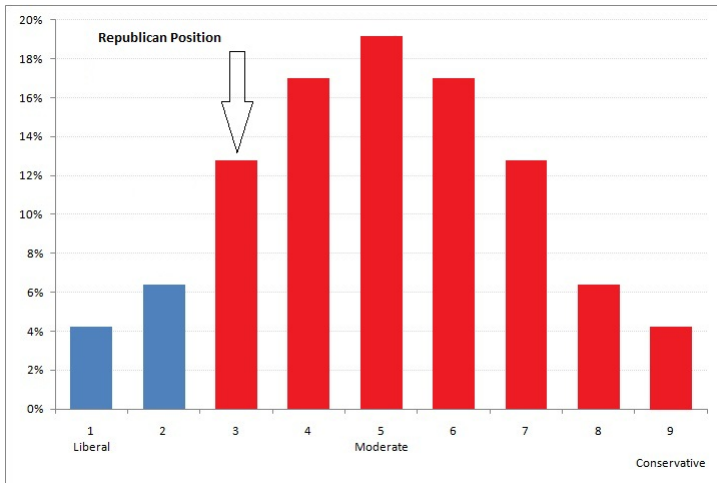


Party Positions

Median Voter Theorem and Duverger's Law



Republicans Respond to Democrat's Position Republicans Should Win

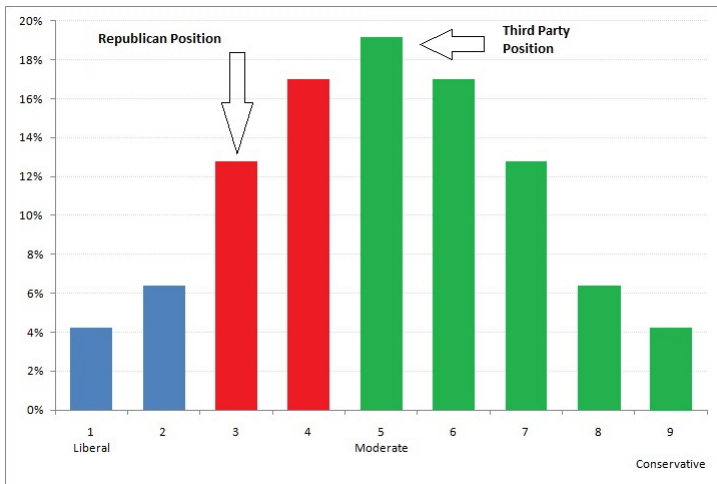


Party Positions

Median Voter Theorem and Duverger's Law



Third Party Comes Along...
Third Party Wins

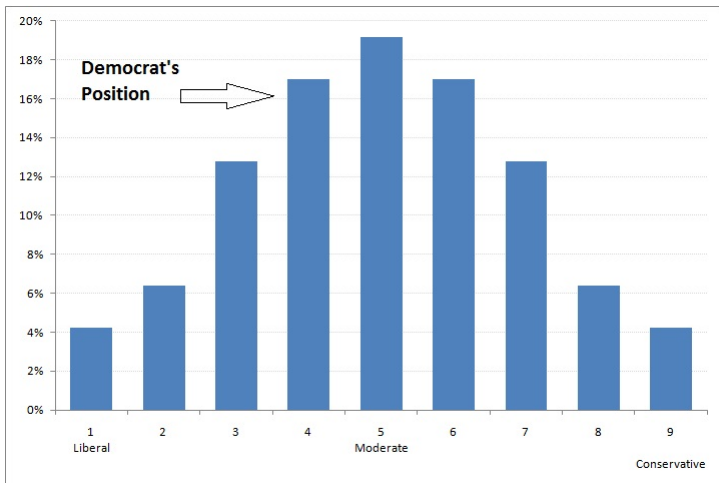


Party Positions

Median Voter Theorem and Duverger's Law



Election 2 Democrats Learn From the First Election

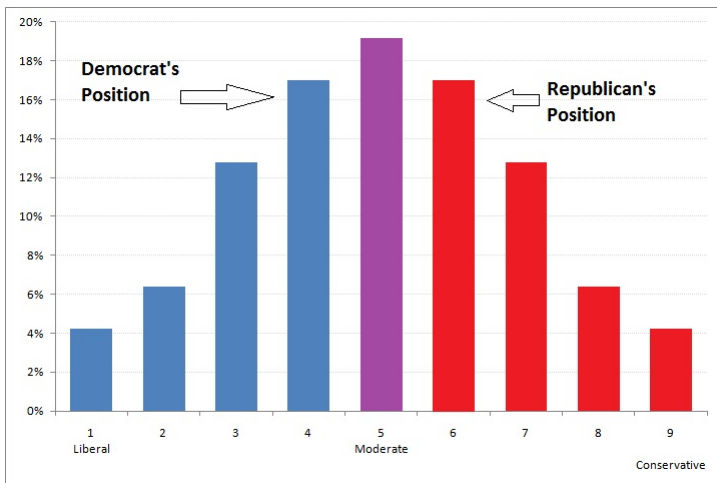


Party Positions

Median Voter Theorem and Duverger's Law



...and so do the Republicans.

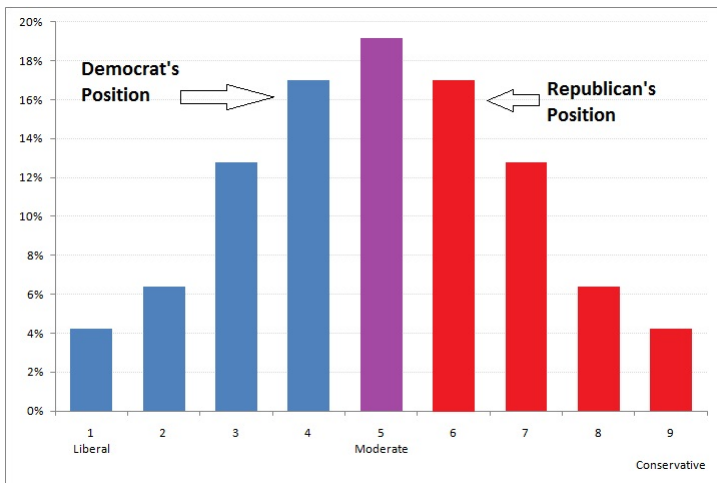


Party Positions

Median Voter Theorem and Duverger's Law



Fight for the Middle

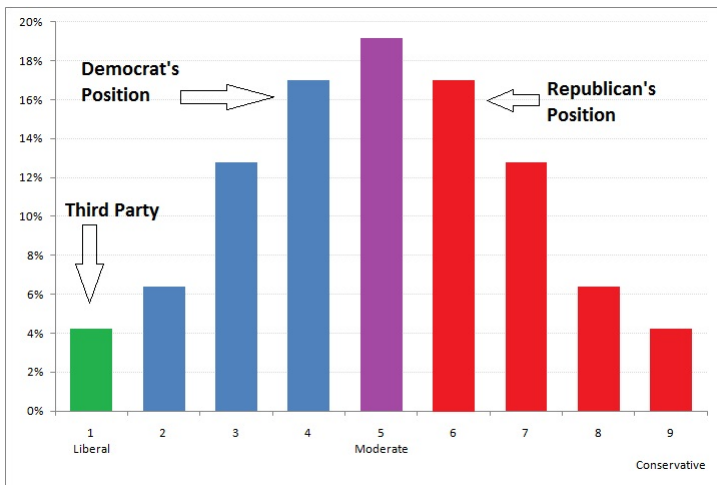


Party Positions

Median Voter Theorem and Duverger's Law



Third Party Strikes Again



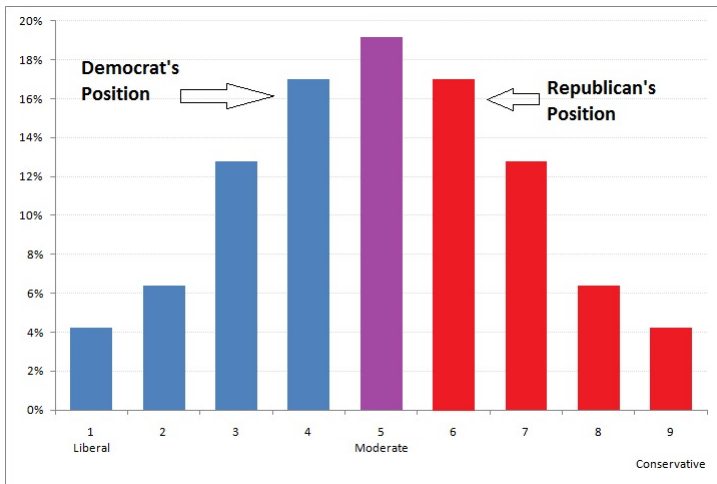
Party Positions

Median Voter Theorem and Duverger's Law



Election 3

Democrats Incorporate Third Party Issues

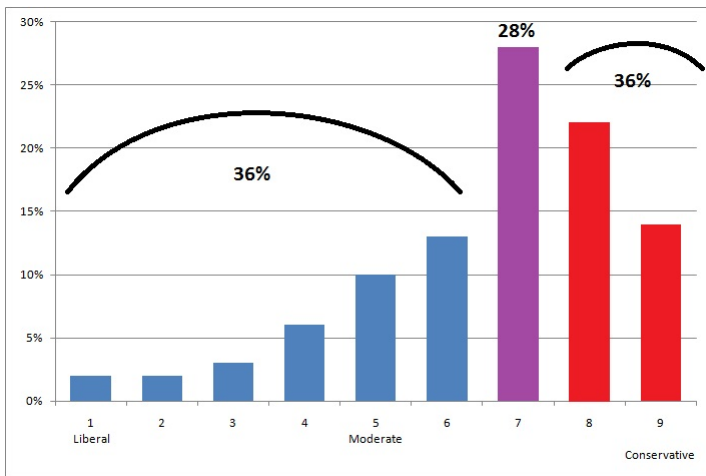


Party Positions

Median Voter Theorem and Duverger's Law



A Different Distribution





Proportional Representation: Seats in the legislature are allocated according to a party's share of the popular vote.

Multi-Party System: multiple parties have a real chance of controlling government



Median Voter Theorem: if there are two parties, the parties can maximize their vote only if they position themselves at the location of the median voter, the voter whose preferences are exactly in the middle.

- 1, 3, 4, 6, 8, 9, 19
- 10, 27, 46, 99, 101, 102, 103
- moderates gain representation
- candidate will sound similar
- *only* works if candidate cares about winning



An Example from Healthcare Reform

- 216 votes needed in the house to pass a bill.
- As of Sunday morning prior to the scheduled vote, about 210 Democrats supported the healthcare reform bill.
- Realizing that the vote was close, the Democrats worked out a deal with some of the more conservative Democrats to get 216 votes.



- The Founder's, especially Madison, did not want political parties
- The Federalist Party (Madison)
- The Democratic-Republican Party (Jefferson)
- The Democratic Party (Andrew Jackson)
 - **Grassroots Party:** Organized at the local level and dependent on local strength for support.
- Whigs



- Democrats vs. Republicans
- Party Realignment:
 - The disruption of political order because of a new, powerful issue.
 - An election in which support shifts strongly toward one party.
 - A major change in policy brought about by the newly dominant party.
 - An enduring change in the party coalitions, which works to the lasting advantage of the newly dominant party.
- Realignments
 - Civil War
 - Realignment of 1896
 - Great Depression
 - Civil Rights



- What divides the parties today?



Major Political Parties

Republican Party

- efficiency
- social conservatism
- economic liberalism

Democratic Party

- pro-active government
- social liberalism
- economic protection



- What will cause the next realignment?



Number of Parties

Two Party System

- Democratic Party
- Republican Party

Minor Parties

- Green Party
- Libertarian Party
- Reform Party
- Tea Party (Is it a party?)
- The Know Nothings (mid 1800s)
- Many Others

Party Coalition: groups and interests that support a party

American Party System

Characteristics



Issue Position of the Major Parties

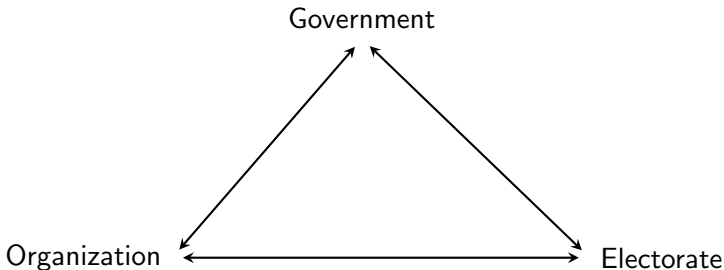
Issue	Democrat	Republican
Woman's Right to Abortion	1.81	3.36
Prayer in Schools	2.40	2.31
National Health Insurance	1.78	4.12
Environmental Regulation	1.90	3.79
Affirmative Action	2.54	4.08
Aid to Poor	2.21	3.71
Death Penalty	2.85	1.90
Increase Defense Spending	2.22	1.83
Tax Cuts to Aid Economy	2.72	1.67
Increased Public Aid to Education	1.71	3.13
Restrictions on Purchasing Fire Arms	1.97	3.88



Exceptions that Prove the Rule

- Log Cabin Republicans
- Blue Dog Democrats

Three Parts of American Political Parties



Party in the Electorate

Demographics



Group	Democrat	Independent	Republican
Overall	39%	32%	29%
Male	30%	37%	33%
Female	40%	32%	28%
Age 18-29	34%	41%	21%
Age 30-49	33%	35%	32%
Age 50-64	37%	34%	29%
Age 64 and over	41%	28%	31%
White	31%	34%	35%
African American	66%	30%	4%

Gender Gap: Women vote disproportionately for the Democratic Party.

Party in the Electorate

Demographics



Demographic Breakdown of Parties

Group	Democrat	Independent	Republican
Northwest	39%	36%	25%
Midwest	35%	35%	30%
South	34%	33%	33%
West	34%	34%	32%
No College	39%	35%	26%
Some College	33%	35%	32%
Completed College	30%	33%	37%
Postgraduate	36%	34%	28%



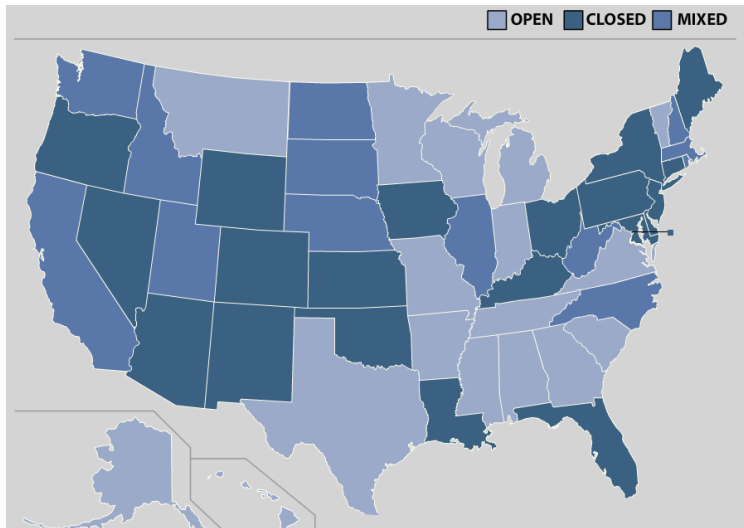
- National
- State
- Local
 - County
 - City/Town
 - Ward
 - Precinct



Primary Election: The process by which voters select the party's nominee for the general election.

Nomination: Selection of the individual who will run as the party's candidate in the general election.

Open vs. Closed Primary





- The electors who cast the states' electoral votes.
- Each state gets one elector for each U.S. Senator and Representative
- There are x electors in Kentucky
- There are x total electors
- The race to 270



Swing Voter: Voters who could conceivably be persuaded to vote for either side.

Swing State: States that could vote either way for the president.



Party Centered Campaign: The party holds most of the initiative and influence in the campaign. Parties devise strategy for the candidate, select issue positions, and form campaign organization.

Candidate Centered Campaign: The candidate holds most of the initiative and influence in the campaign. Candidates devise their own strategy, select issue positions, and form campaign organization.



Soft Money: Money that is used to benefit party-activities, such as voter registration drives and party-centered television ads that indirectly benefit the candidate.

- “It’s OK” Republican Party Ad

Hard Money: Goes directly to the candidate and can be spent as he/she chooses.

- BCRA-Placed limits on soft and hard money contributions and other campaign activities.
- Citizen’s United v. FEC-loosened the restrictions of BCRA, specifically electioneering communications, and the ability of corporation and labor unions to spend money of campaigns (largely responsible for Super PACs).



- On the Ground

GOTV: (Get Out The Vote) Efforts by candidate, political parties, and interest groups to get their supporters to show up the the polls.

- On the Web

- On the Air

- Political Ads: Daisy Girl, LBJ-KKK, Big Bird, Romney Ad-Prepared for Internet, AFSME Independent Expenditure, Swiftboating, RATS, and Stage
- Are negative ads effective?
- Media Coverage and Fact Checking



- Party Id
- Economy

Prospective Voting: Voters base their decision on what a candidate promises to do in the future if elected.

Retrospective Voting: Voters base their decision on how a candidate has performed in the past.

- Example (Unemployment change by state)



- Chapter 8 quiz is due by next class period