



Political Parties

- ★ **Definition:** organized to *control* government through elections
- ★ **Select** candidates
 - ★ Recruit, Nominate
- ★ **Elect** candidates
 - ★ Get out the vote (GOTV), Facilitate choice
- ★ **Organize** and staff government
 - ★ Congress: majority/minority; Executive: appointments

Political Parties

<ul style="list-style-type: none"> ★ Anti-Federalists ★ Democratic-Republicans (Jefferson) ★ Democrats (Jackson) <ul style="list-style-type: none"> ★ 'Common man' ★ Minorities, Workers 	<ul style="list-style-type: none"> ★ Federalists ★ Whigs (Clay, Calhoun) ★ Republicans (Lincoln) ★ Commercial ★ Business, Socially Conservative
---	---

Political Parties

★ Current Party Strength by Region

★ 2018 party identification by state



- ★ **Democrats:** Northeast, Great Lakes, West
- ★ **Republicans:** South, Upper Midwest, Plains
- ★ **Notice:** BOTH are competitive in MANY areas!

Realignment

★ New Party System approximately every 30 yrs

★ 1800: Origin of Parties (D-R)

★ 1828: Popular Participation (D)

★ 1860: Slavery, North/South (R)



Realignment

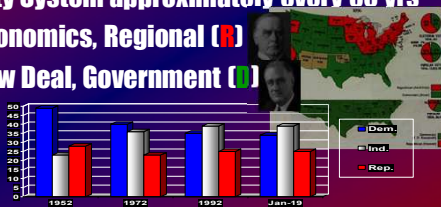
★ New Party System approximately every 30 yrs

★ 1896: Economics, Regional (R)

★ 1932: New Deal, Government (D)

★ 1960s?

Sources: '52-'92, National Election Survey, 2019, Gallup



Minor Parties

- ★ **Third Parties: Interests not addressed**
 - ★ Single Issue, Single Person, Smaller
- ★ **Why only two major parties?**
 - ★ Natural formation
 - ★ Shared basic beliefs
 - ★ Perception that 3rd parties can't win. And...
 - ★ *Rules: "SMDP" and State ballot rules (federalism)*



Elections

- ★ **Voting Cues**
 - ★ Party Identification: socialization
- ★ **Issues**
 - ★ Manipulation?
- ★ **Candidate characteristics**
 - ★ Background, demographics
 - ★ Personality



Elections

- ★ **Who can vote?**
- ★ **Historically: expanding from white males to...**
 - ★ **15th Amendment (1870): African-American males**
 - ★ Discriminatory legal barriers enacted: literacy tests, poll taxes, "grandfather clauses", "White primaries"
 - ★ **19th Amendment (1920): females**



Elections

- ★ Who can vote?
- ★ Historically: expanding from white males to...
 - ★ Poll Tax Amendment (1964) / Voting Rights Act (1965): outlaws voting discrimination
 - ★ 26th Amendment (1971): 18-year-olds
 - ★ "Motor-voter" Act (1993): registration
 - ★ Voter ID laws: prevent fraud or suppress votes?



Elections

- ★ What do votes mean?
- ★ Primary, General, Recall, Electoral College (indirect)
- ★ Rules can affect outcomes: Voting rules

Votes	Choice	2 nd	3 rd	4 th	Plurality	Majority
40	A>	D>	C>	B	A = ?	A = ?
30	B>	C>	D>	A	B = ?	B = ?
20	C>	D>	B>	A	C = ?	
10	D>	B>	C>	A	D = ?	

- ★ Different rules, different winners! ">" means "is preferred to"

Money

- ★ Parties were once 'people-based'
- ★ They are now 'capital-intensive'
 - ★ Polling, Media, Mail, Phones, Web, Public Relations
- ★ These require **MONEY**
 - ★ Limits make fund-raising harder
 - ★ Individuals/PACs are limited, Public funds (Pres)
 - ★ Candidate/independent spending not limited

Campaign Finance

★ Reform

- ★ 1970s: major contribution limits, public funding
- ★ 1990s: Concerns over 'soft money' and 'issue ads'
- ★ 2002: Bipartisan Campaign Reform Act (BCRA)
 - ★ Bans national 'soft money'; Restricts 'issue ads'

★ Issue ad loopholes?

- ★ Non-profit '527' groups...

Campaign Finance

★ 2010:

- ★ *Citizens United v. FEC*
 - ★ Allows unlimited spending by Corporations and Unions
- ★ SuperPACs
 - ★ Can raise/spend unlimited money (but can't donate)
- ★ '501' groups: not political...?

★ End Lecture