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- I. Untitled introduction: the great change in campaign style & technology
 - A. Old (pre-'60s): "retail politics" — grass-roots organization
 - B. New : "wholesale politics" — costly and professional polling, media ads, & computerized direct-mail

 - II. Elections: the rules affect the results
 - A. The secret ballot
 - 1. Origin
 - 2. Earlier alternatives
 - B. The format of the ballot
 - 1. The order of candidates' names
 - 2. Long ballot
 - C. Voting systems Box, p. 199
 - 1. Position of party Figure 11.1, pp. 198
 - a. Party-column
 - b. Office-block
 - 2. Straight-ticket option
 - D. Legislative redistricting
 - 1. Malapportionment: ignore population changes & refuse to redistrict
 - 2. Gerrymandering Box, p. 201
 - a. Goals: "pack or crack"
 - (1) Bunch and dilute
 - (2) Divide and dilute
 - b. Extreme examples
 - (1) Texas Republicans
 - (2) California Democrats
 - 3. Federal involvement in redistricting
 - a. Basis
 - (1) 14th amendment
 - (2) Voting Rights Act of 1982
 - (3) Computer technology
 - b. Do parties still gain from Gerrymandering?
 - (1) Minorities
 - (2) Republican party

 - III. Campaign strategy
 - A. Only general rule: there is no general rule
 - B. Factors
 - 1. Safe- or open-seat
 - 2. Inter-party competitiveness
 - 3. Candidate/staff skills
 - 4. Size of district
 - 5. Type of office
 - 6. Nature of electoral system
 - 7. Resources: money and workers
 - 8. Nature of electorate

 - IV. How campaigning has changed
 - A. Professional consultants
 - 1. Organization
 - 2. Media
 - 3. Fund-raising

- 4. Survey research
 - 5. Legal/accounting
 - B. Sources of information
 - 1. Computers
 - 2. Polls
 - a. Focus groups
 - b. Tracking polls
 - c. Push polls
 - C. Methods of persuasion: the air war
 - 1. Television
 - 2. Internet
 - D. The ground war: under the radar
 - 1. Direct mail
 - 2. E-mail
 - 3. Canvassing and phone banks
 - E. Negative campaigning
 - F. The 2002 and 2004 campaigns
- V. Do campaigns make a difference? Box, p. 210
- A. The argument that campaigns matter
 - 1. Old-style campaigning
 - 2. New-style campaigning
 - B. The argument that they don't
 - 1. Selective exposure/perceptual screening
 - a. Mobilization v. conversion or persuasion
 - b. Lazarsfeld, Berelson, Gaudet, *The People's Choice* (1940 election)
 - c. Berelson, Lazarsfeld, McPhee, *Voting* (1948 election)
 - 2. The dominance of short-term impressions
 - a. Open- v. safe-seats
 - b. "Attack" or "negative" advertisements
 - 3. The impact of television
 - a. Balance v. bias in news media coverage
 - b. Priming through agenda-setting
 - C. Some tentative answers Box, p. 214
- VI. Candidate-centered or party-centered campaigns?
- A. Party influence in competitive campaigns
 - B. The continuing struggle between candidates and party organizations