

- I. Parties and their environment
  - A. How parties shape their environment
    1. Election rules influence who gets nominated and who gets to elect them
    2. Party performance influences public attitudes
    3. Parties mobilize citizens
    4. Parties provide a link between citizens and public policies
  - B. How the environment shapes parties Table 16.1, p. 304
    1. The nature of the electorate: size and composition [class, region, gender, race/ethnicity, age]
    2. Political institutions and rules
      - a. Institutions: e.g., federal/presidential systems, judicial review, single-member districts
      - b. Electoral processes: e.g., direct primary, office-block ballots, nonpartisan elections
      - c. Statutory regulations: e.g., campaign-finance, party-organization, and patronage-preferment rules
    3. Social forces
      - a. Historical events and conditions: war/peace, depression/prosperity, economic globalization
      - b. Political intermediary organizations: e.g., interest groups, mass media, for-hire consultants
      - c. Political culture: generation gaps, sectionalism, urban/rural differences, race/ethnic/gender/class divisions
- II. Party decay in the 1960s and 1970s
  - A. The parties in the electorate
    1. Shift in electoral appeals
      - a. Decline of party
      - b. Rise of issue appeals -- program & ideology
      - c. Rise of candidate appeals
    2. Consequences
      - a. Lower turnout
      - b. More volatile electorate
        - (1) Rise in split-ticket voting within elections
        - (2) Rise in vote-switching across elections
        - (3) Increased third-party and independent voting
      - c. Divided government
  - B. Party organizations
    1. Decline of urban machines
    2. Rise of direct primary
    3. Rise of PACs
    4. Rise of media politics
  - C. The party in government
    1. Incumbency and careerism
    2. Candidate-centered organizations
    3. Executive-centered coalitions
  - D. Shifting power centers in the parties

### III. Party renewal

- A. Change in the parties' electoral coalitions Figure 16.1, p. 310
  - 1. Enduring shift of voting blocs across party lines
    - a. Blacks
    - b. Southern whites
    - c. Religious conservatives
  - 2. But,
    - a. No new majority party
    - b. Many independents
    - c. Significant third-party and independent candidacies in 1992, 1996, and 2000
    - d. No consistent one-party control of both elected branches
- B. The rise of more cohesive parties in government
  - 1. Presidential leadership
    - a. Reagan to the right
    - b. Clinton to the middle
    - c. Bush to the ?
  - 2. Congress
  - 3. Many state legislatures
- C. The new "service" parties
  - 1. National party committees
  - 2. Competitors
    - a. Media
    - b. Independent consultants
    - c. Special-interest groups

### IV. The future of party politics in America

- A. A changing intermediary role
- B. The need for strong parties
  - 1. Alternatives to our traditional two-party system
    - a. Nonpartisan systems
    - b. Multi-party systems
    - c. Interest-group systems
  - 2. Indispensable roles
    - a. Mobilize the many who are weak against the few who are strong
    - b. Broker differences among the conflicting interests in society
- C. How to make parties stronger

### V. Conclusion: the parties' prospects

- A. Ideologues demand strict adherence to principles
- B. Pragmatists demand results-oriented compromises