Chapter 8: Campaigns & Elections

I. Political participation
   A. Forms of participation
   B. Why people participate
   C. Who participates?

II. Historical voting patterns
   A. The rise of the American electorate
   B. Voting turnout

III. Explaining and improving turnout
   A. Individual factors
   B. Systemic factors

IV. Political campaigns
   A. Kinds of elections
      1. Primary election: an election held prior to the general election to determine which candidate names will be placed on the general-election ballot.
         a. Partisan primary: an intra-party contest in which each political party has a separate-primary election ballot with only that party’s candidate names on the ballot.
            (1) Closed (14 states): only party members can vote and only in their own party’s primary; non-affiliated voters can not vote
            (2) Semi-closed (13 states, including NC): non-affiliated voters can choose to vote in any one (but only one) party’s primary; party members can only vote in their own party’s primary
            (3) Open (20 states): any voter can vote in any one (but only one) party’s primary
         b. Nonpartisan primary: all candidates appear on one primary ballot; there are no separate party ballots.
            (1) Many municipal & county elections are nonpartisan with no party labels on the ballot
            (2) Blanket, free-love, wide-open, or jungle primary – Washington (1935) & Alaska: party labels may be on the ballot, but all candidates compete against each other
               (a) U.S. Supreme Court ruled that a state may not force political parties to hold a blanket primary (California Democratic and Republican Parties v. Jones, 2000) because that violates parties’ 1st Amendment rights of association to determine their own rules
               (b) Both parties had closed primaries until the Proposition 198 voter initiative imposed a blanket primary instead
            (3) In Louisiana’s unitary (statewide blanket) primary
               (a) Voters can choose any candidate from any political party in the opening round of voting. If one candidate wins a majority of votes cast, that candidate is declared the winner. If no candidate wins a majority, the top two vote-getters -- regardless of party affiliation -- move on to the general election.
               (b) The CA v. Jones ruling did not impact the LA unitary primary because both the Democratic & Republican parties in LA want that form of blanket primary.
         c. Runoff primary: (esp. in the southern U.S.) a second primary between the two leading candidates of the first primary to provide nomination by majority rather than by plurality.
      2. General election
         a. Partisan: an inter-party contest
         b. Nonpartisan: candidates have no party labels on the ballot
   B. Strategy
   C. Using television

V. The effects of campaigns
   Table 8.2, p. 172 & Box, p. 173

VI. How to win the election
   A. Party voting
   B. Issue voting: retrospective & prospective
   C. Candidate appeal
      1. Trustworthiness
      2. Competence

VII. Election outcomes
   A. Party realignments
      1. Definition of partisan realignment: a sudden, major, and enduring shift of voters across party lines
      2. Causes: new voters & new issues
3. **Historical periods**  

- **First party system** (1788-1820)  
  - Aligning issue: federalism (freedom v. order) – ratification & elite v. popular control  
  - Party positions  
  - Party balance -- one-party after 1816 – death of Hamilton & expansion of suffrage  

- **Second party system** (1824-1856) – Jackson/JQAdams/Clay  
  - Aligning issue: nation-building (freedom v. order) – laissez-faire v. govt. subsidization of business  
  - Party positions  
  - Party balance -- neither party dominant, fairly competitive elections  

- **Third party system** (1860-1892) Lincoln/Douglas(ND)/Breckinridge(SD)/Bell(CU)  
  - Aligning issues: slavery/states' rights (freedom v. order) – freedom of slave owners v. union  
  - Party positions – waving the bloody shirt  
  - Party balance -- competitive, after 1876 – end of Reconstruction & return of white supremacy  

- **Fourth party system** (1896-1928)  
  - Aligning issues: monetary, foreign trade, and immigration policies (freedom v. order)  
  - Party positions – industrial revolution  
  - Party balance -- Republicans dominant – shift of industrial labor  

- **Fifth party system** (1932-1964)  
  - Aligning issue: government regulation of the economy & public welfare (freedom v. equality) – 1st era in which freedom v. equality was realigning issue  
  - Party positions – a “new deal” for both parties  
  - Party balance -- Democrats dominant – shift of non-southern urban labor & minorities  

- **Sixth party system** (1968-2004?)  
  - Aligning (wedge) issues: a mix of freedom v. order & freedom v. equality issues  
    - 1960s: Vietnam, civil rights, public order  
    - 1970s: Watergate, energy crisis, affirmative action  
    - 1980s: Iran-Contra, public education, family values  
    - 1990s: Zipper-gate, fall of Soviet Union, health care, social security  
    - 2000s: War on Terror, Iraq & Afghanistan Wars  
  - Party positions – internal division in both parties on many wedge issues  
  - Party balance: a two-tier, divided government – decline in pol. trust & participation

B. Party decline  
C. A winning coalition  

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**VIII. Modern technology and political campaigns**  
A. Television, radio, and newspapers  
B. Computers and direct mail  
C. Are today’s voters “manipulated”?

**IX. Elections and money**  
A. Impact of money  
B. Where does the money come from?  

   1. **Hard money** (harder to raise):  
      - Contributions from private individuals or organizations (PACs) to candidates – amounts are limited since 1974 and must be reported  
      - Direct contributions from corporations or unions to candidates – any amount is banned since 1905  

   2. **Soft money** (loopholes that make fund raising easier):  
      - **Personal contributions**: campaign contributions from the candidate or members of their immediate family (unlimited since 1976 by *Buckley v. Valeo*, because an individual cannot "bribe" him or herself, *Buckley* allows no restrictions on a candidate's spending personal money on their own behalf)  
      - **Bundling contributions** from many like-minded individuals by PACs before presenting them to a candidate increases the likelihood that the candidate will be influenced by the contributions.  
      - **Section 527 spending**: non-profit groups registered with IRS that are free to collect unlimited soft-money contributions from corporations, unions, and individuals and spend it on issue-advocacy ads  
      - **Independent spending**: money spent by individuals or organizations (PACs) mainly on media advertisements – (*Citizens United v. F.E.C.* (2010) struck down limits on corporate and union funding of independent political advertisements).  
      - **McCutcheon v. FEC** (2014) struck down the $48,600 cap on total contributions to candidates for federal office.

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**X. The effects of elections on policy**