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 of the game
   A. The secret ballot
      1. Origin
      2. Earlier alternatives
   B. The format of the ballot
      1. Position of party
         a. Party-column
         b. Office-block
      2. Straight-ticket option
      3. Candidate order
      4. Long v. short ballot
   C. Voting systems
      1. Single-member v. multi-member constituencies
         a. Plurality election
         b. Multi-party v. two-party systems
         c. Ideologically narrow v. pragmatically broad parties
         d. Party discipline v. candidate independence
      2. Presidential v. parliamentary
   D. Election calendars
      1. Stage
         a. Primary election dates
         b. General election dates
      2. Level: coattail effects & party cohesiveness in government
         a. Presidential year
         b. Mid-term congressional year (most state offices)
         c. Odd-year (many local offices)
   E. Electoral districts
      1. Size
      2. Compactness
      3. Contiguity
      4. Inter-party competition

III. Political effects of electoral law
   A. Who benefits?
      1. Long waiting lines
      2. Confusing procedures
      3. Absentee ballots
   B. Legislative districting and redistricting
      1. Malapportionment: ignore population changes & refuse to redistrict
      2. Gerrymandering
         a. Goals: “pack and crack”
            (1) Bunch and dilute
            (2) Divide and dilute
         b. Extreme examples
            (1) Indiana Republicans
            (2) California Democrats
      3. Federal involvement in redistricting
         a. Basis
            (1) 14th amendment
IV. 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

V. Campaigning in the new millennium
   A. Professional consultants
      1. Organization
      2. Media
      3. Fund-raising
      4. Survey research
      5. Legal/accounting
   B. Sources of information
      1. Focus groups
      2. Tracking polls
      3. Push polls
   C. Methods of persuasion
      1. Television
      2. Direct mail
      3. Internet and e-mail
   D. The old standby: negative campaigning
   E. Effects on presidential campaigns
   F. The new campaigning for the presidency

VI. Do campaigns make a difference?
   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. Did September 11 change American campaigning?
   D. Some tentative answers

VII. The party’s role in campaigns
   A. Adapting to new realities
   B. The continuing struggle between candidates and party organization

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