**Political Campaign Management Strategies Revision Tasks**

**Task 1**

Explain the nature of traditional grassroots campaigning as a political campaign management strategy.

**Task 2**

Explain the nature of media strategies as a political campaign management strategy.

**Task 3**

Explain the nature of new technologies as a political campaign management strategy.

**Task 4**

Explain the benefits of using a combination of new technologies, grassroots and media tactics as a political campaign management strategy.

**Task 5**

Read the paragraph below on the use of newspapers as a media strategy for political campaigning. Identify the arguments that support the view that newspapers are effective as a campaigning strategy and the arguments that do not support this view:

*Newspapers have always been heavily involved in election campaigns. They are often biased, with each political party gaining support from a number of publications. For example, the Telegraph has such a strong affiliation with the Conservative Party that it has been dubbed the ‘Torygraph’. The newspaper with the largest daily readership in the UK is the Sun. The Sun officially endorsed the Conservatives on 30 September 2009. Perhaps the Conservative Party were able to capitalise on this support and through the Sun’s popular readership, succeed in the 2010 General Election with 36.1% of the votes. In an earlier example, Tony Blair worked hard to win over the support of the Sun’s owner, Rupert Murdoch during the 1992 General Election campaign. Consequently, when Tony Blair won the election, the newspaper claimed that it was ‘the Sun wot won it’. Therefore, it could be stated that newspapers are very influential during election campaigns as there is a link between popular readership and party success. However, there are significant limitations to the influence of newspapers on the success of political parties during election campaigns. As newspapers are politically biased, evidence shows that voters will read newspapers that support their existing political views. Therefore, newspapers act as an ‘echo chamber’, merely reinforcing an individual's views rather than influencing them. Furthermore, at the 2007 Scottish Parliamentary elections, the Sun came out against the SNP, despite this the SNP still went on the win the election. As a result, in the 2011 election campaign the Scottish Sun came out in support of Alex Salmond as his party’s popularity was obvious. There is a strong argument which points to newspapers merely backing the party which has the best chance of winning, rather than having significant success as a media strategy during an election campaign. Although it could be argued that there is a link between the success of political parties and their affiliation with popular newspapers, it is evident that these publications act as mere ‘echo chambers’. The newspaper simply reinforces a reader's pre-existing views, rather than working for a political party to increase its success during an election campaign.*

**Task 6**

Read the paragraph below on the use of social media as a new technology strategy for political campaigning. Identify the arguments that support the view that social media is effective as a campaigning strategy and the arguments that do not support this view:

*Social media has had increasing influence and success as a strategy used by political parties during election campaigns. Every party has websites, but during the 2010 election campaign, they used the internet differently, with social networking sites such as Twitter and Facebook used extensively. Out of all 650 MPs, 198 MPs and five Cabinet Ministers tweet regularly. It is evident that the increased use of social media has had a positive effect in our country, working to politicise the younger generations. Feeding into the TV debates, many younger voters used social networking sites to discuss the leader's’ performance and the policies which they were conveying. In fact, Twitter users sent 1.5 million messages about the 3 April leaders’ debate. The turnout for the 18-24 age group was up by 7% on the 2005 election- this group is the most active in terms of social networking sites. Social media has the potential to appeal to the age group least likely to vote, as according to a survey taken before the election, a third of young people said that social media would influence their vote. However, much like newspapers, social media can act as an ‘echo chamber’ for individual’s existing views. Voters are more likely to ‘follow’ or engage with posts that support and justify their own view, and therefore will not change their political leanings. Additionally, as social media is a relatively new phenomenon, it is difficult to evaluate the success of social media in attracting young voters as they have no electoral history to compare results with - Carl Miller, research director of the Centre for the Analysis of Social Media at the think tank Demos, says voting patterns among young people - particularly first-time voters with no ballot box history to look back on - are becoming less predictable. Conclusively, it can be said that social media has a promising potential to increase the success of political parties during election campaigns. It is evident that social media reaches a wide audience and engages many in the political process. However, it is possibile that social media merely acts as an echo chamber to one’s existing views and so its ability to influence voters during election campaigns is limited.*

**Task 7**

Read the paragraph below on the use of TV as a media strategy for political campaigning. Identify the arguments that support the view that TV is effective as a campaigning strategy:

*TV has been used successfully by many campaigns. Most people in the UK get their information on politics from watching television and by law, it must remain neutral. Political parties utilise TV by releasing party political broadcasts to articulate their message to voters. While political parties believe that party political broadcasts are important, a survey by Ipsos Mori found that nearly three quarters (74%) of those polled agreed that paying household bills is preferrable to watching them. However, televised election debates can be seen to have more success with voters during election campaigns. In the 2015 election campaign, TV was evidently the most influencial media strategy - According to a* [*Panelbase survey of 3,019 people,*](http://www.otherlines.tv/documents/oletv-general-election-poll.pdf) *38% were influenced by the debates, 23% by TV news coverage and 10% by party political broadcasts. The research group said TV was "by far the most influential media source", outscoring newspapers and social media. Although many of the population are disinterested with party political broadcasts, TV still remains the most influential medium of media used by political parties during election campaigns. Unlike newspapers and social media, TV debates and televised election coverage does not surround an individual with opinions that only support their own. As a significant amount of voters believe that television influences their vote more than newspapers and social media, it is evident that TV is the most successful media strategy used by political parties during election campaigns.*

**Task 8**

Read the paragraph below on the use of grassroots strategies for political campaigning. Identify the Knowledge (K), Knowledge-examples (Keg) and Analysis (A) points:

At the grassroots level, political parties try to improve support by distributing campaign information via campaign leafleting. Most political parties deliver leaflets containing information on their manifestos, designed to inform voters of key themes of the party’s campaign. In the 2015 general election spending on mailshots and market research from all political parties was £22·1 million; this was an increase from £12·3 million in 2005. In Northern Ireland, spending on unsolicited election materials such as leaflets was the second highest category of election spending with almost £120,000 being spent on leaflets in 2015. They may also use leaflets to try and make a connection with the electorate as the candidate will come across as a human rather than a career politician and people are more likely to vote for a candidate that seems like a normal person. This was seen with both the Lib Dems’ Duncan Hames and UKIP’s Mark Reckless whose election leaflets contained the candidates’ wives and children prominently. Political parties try to get the electorate to vote for them by communicating with them through social media. Most political parties send political Facebook adverts to voters to promote their policies and attempt to rally their support. During the 2015 election, the UK's political parties spent about £1·6 million on ads and other media that ran online. The majority of that cash, £1·3 million, was paid to Facebook increasing the number of followers that party leaders and party accounts were reaching, allowing them to engage with and energise voters. It could be argued that the use of leaflets can still be important at a local level as it allows parties to tailor a message to a geographical area. However, social media also allows messages to be tailored to specific groups of voters within these areas and this suggests social media will have a greater impact on support. For example, the Facebook strategy of promoting Jeremy Corbyn and his policies successfully targeted and engaged younger voters who had not voted in a general election in such large numbers since 1992. This was widely seen to be a significant factor in Labour’s unexpectedly good performance in 2017.