

**5.4-5.5 How & Why Political
Parties Change & Adapt
AND Third Party Politics**

Learning Intentions

- I am learning about the function and impact of political parties on the electorate and government.

Success Criteria

- I can identify the four linkage institutions.
- I can identify a function of political parties and an impact they have on the government.

Two Political Party Advantages

- Organize the competition
- Reduce frivolous + one-issue campaigns
- Manageable governance
- Indicators of discontent/safety valve
- Help voters
- Unify the electorate



Two Political Party Disadvantages




- Limits choices: lesser of two evils
- Lack of new ideas
- Entrenched corruption
- Winner-take-all disenfranchises large minorities
- Increased partisanship instead of promotion of compromise

Development of Political Parties

- **Party coalition** – groups of voters who support a political party over time
 - Americans have been solidly Democratic or Republican Party members for over 150 years but coalitions have changed
 - **Realignment** – when the groups of people who support a political party shift their allegiance to a different political party
 - Happens during a **critical election** – major national election that signals a change in the balance of power between the two parties
- **Party era** – time period when one party wins most national elections
- Currently seeing an **era of divided government** – a trend since 1969, in which one party controls one of both houses of Congress and the president is from the opposing party

Critical Elections & Realignment



- 1800- Jefferson & Jeffersonians
- 1860- Lincoln & Republicans
- 1896- McKinley & Republicans
- 1932- FDR & Democrats
- 1980 - Reagan & Republicans

Modern Party Politics



- Realignment of Republicans from the Northeast to the South and West
- Reagan's message: lower taxes, smaller government, strong defense
 - Conservative Democrats dwindling
- Clinton took the party to the center
- Republicans took Congress in 1994
- At the state level, Republicans drew district lines to give themselves advantage in elections
- Party control has swung back and forth
- Tea party emerged as a result of Obama economic plan to end recession

Changes in Party Control, 2000–2016

Election	Presidency	House	Senate
2000	Republican George W. Bush	Republican	Democrat
2002		Republican	Republican
2004	Republican George W. Bush	Republican	Republican
2006		Democrat	Democrat
2008	Democrat Barack Obama	Democrat	Democrat
2010		Republican	Democrat
2012	Democrat Barack Obama	Republican	Democrat
2014		Republican	Republican
2016	Republican Donald Trump	Republican	Republican

How Parties Change & Adapt

- Polarization has made it difficult for the old methods of parties to remain successful
- Voters now dislike other side more than they like showing support for their own side
- Candidates in 2016 forced the party establishment to focus on new issues
- Changes in communication and data-management technology

Third Parties



- A minor political party in competition with the two major parties
 - Focus on a single issue
 - Sometimes platform incorporated in major party platforms
- Hindrances to third parties:
 - Winner-take-all electoral system/single-member districts
 - Narrow focus/agenda
 - Negative press from major party candidates (scared of votes they will acquire)



Proportional Representation

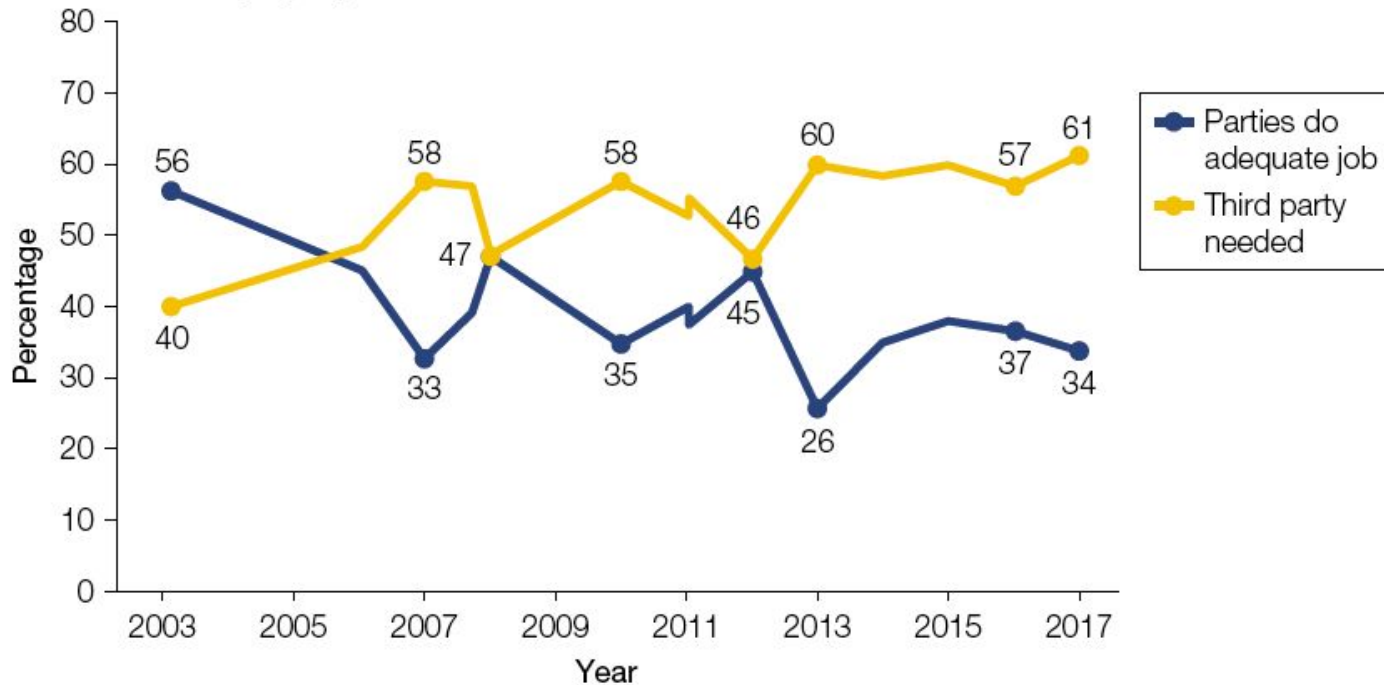
- You vote for the party
- Political party will receive a proportion of the seats based on the proportion of the votes

Winner Take all

- Vote for the individual
- Whoever win the popular vote, however narrow that margin that might be, wins that state completely

Americans' Opinions of the Need for Third Parties in the United States

In your view, do the Republican and Democratic parties do an adequate job of representing the American people, or do they do such a poor job that a third major party is needed?



Data from Gallup

Announce
Candidacy

Primary
Debates

General
Campaign

General
Election

Primary
Campaign

Primary
Election

General
Debates

Electoral
Vote &
Certification



Third Parties

- The United States is a two-party system
- Third Parties can bring important issues to the public
- The role of the **spoiler**
- Why it's difficult for the 3rd party to win:
 - Winner take all system
 - Money
 - Ballot Access
 - Exposure – Not included in debates



The Presidential Election of **1992**



**Bill
Clinton**

VS.



**George H.W.
Bush**

VS.



**Ross
Perot**

Do you think Ross Perot was an election spoiler?
Include evidence from a source in the article.



ROSS PEROT: ELECTION SPOILER OR MESSAGE SHAPER?

What top administration officials on both sides of the aisle said about the two-time presidential candidate, who died yesterday at 89

July 10, 2019



Students, write your response!

1992



PEROT

FOR PRESIDENT

2000




Ralph Nader
for President

www.voteNader.org


Living Room Candidate


- Explore a few years, including one with a third party challenger

MUSEUM OF THE MOVING IMAGE
THE LIVING ROOM CANDIDATE 
PRESIDENTIAL CAMPAIGN COMMERCIALS 1952-2020 ★★★★★

SIGN IN | REGISTER

 SEARCH

COMMERCIALS 


ELECTION YEAR 


1952
1956
1960
1964
1968
1972
1976
1980
1984
1988
1992
1996
2000
2004
2008
2012
2016
2020

PLAYLISTS
MY LRC
FOR TEACHERS
2020 BLOG

SITE GUIDE/ HELP
ABOUT
TERMS OF USE

HOME



00:00 / 01:00 Credit Transcript Share Save 

FEATURED AD: *Go from There*
In this October presidential campaign ad, Joseph Biden reminds voters that he would be the president for all of America, not just "red" or "blue."

[VIEW THE NEW 2020 LRC BLOG FOCUSING ON THE CURRENT](#) | [READ A NEW ESSAY ABOUT THE USE OF FEAR-MONGERING IN](#)

INTRODUCTION

"The idea that you can merchandise candidates for high office like breakfast cereal is the ultimate indignity to the democratic process."
-Democratic candidate Adlai Stevenson, 1956

"Television is no gimmick, and nobody will ever be elected to major office again without presenting themselves well on it."
-Television producer and Nixon campaign consultant Roger Ailes, 1968

In a media-saturated environment in which news, opinions, and entertainment surround us all day on our television sets, computers, and cell phones, the television commercial remains the one area where presidential candidates have complete control over their images. Television commercials use all the tools of fiction filmmaking, including script, visuals, editing, and performance, to distill a candidate's major campaign themes into a few powerful images. Ads elicit emotional reactions, inspiring support for a candidate or raising doubts about his opponent. While commercials reflect the styles and techniques of the times in which they were made, the fundamental strategies and messages have tended to remain the same over the years.

The Living Room Candidate contains more than 300 commercials, from every presidential election since 1952, when Madison Avenue advertising executive Rosser Reeves convinced Dwight Eisenhower that short ads played during such popular TV programs as *I Love Lucy* would reach more voters than any other form of advertising. This innovation had a permanent effect on the way presidential campaigns are run.



Students, write your response!

Quick Write

1. Select one of the election years you looked at a Dem and Rep ad. What year?
2. What were the issues?
3. What aspects of party platform and polarization did you notice?
4. What third party ad did you watch? Yr? Who? Issue(s) addressed?

Interest Groups & Lobbying



- Lobbying – Influence peddling
 - ✓ Seek direct access
 - ✓ Monitor Congress members' votes
 - ✓ Target those undecided
 - ✓ Provide research on issues
 - ✓ Provide endorsements of candidates
 - ✓ “Grade” government officials (A to F)

Other IG Tactics

- Electioneering (Help get the right people in office-people that support your cause)
- Litigation
- Amicus curiae briefs



Electioneering

► Examples

- Handing out literature on any candidate or issue on the ballot
- Soliciting signatures on any petition
- Soliciting contributions
- Attempting to win votes by wearing or displaying campaign buttons, caps, shirts, signs, or other articles of influence

Types of Interest Groups

The background of the slide features two overlapping circular emblems. Each emblem contains a stylized donkey, a symbol for the Democratic Party, set against a background of the American flag's stars and stripes. The emblems are rendered in a light, semi-transparent style.

- Economic:
 - Labor Unions vs. Business
- Environment:
 - Global Warming, Pollution
- Equality:
 - Minorities, groups that historically have been oppressed
- Consumer and public Interest
 - Collective good, safer goods

Homework

5.4 CB DVs & read 15.1-2 and SG

