

The impact of political campaign management strategies

Your task is to analyse, evaluate and compare the effectiveness of the following:

1. **Traditional grassroots campaign strategies**
2. **Media strategies**
3. **The use of new technology**

You need to consider the effectiveness of each strategy and then compare them to each other. In a Higher Politics essay, you may be asked a general question about political campaign management strategies. You may also be asked to compare one to another, as was seen in the [2019 examination paper](#):

Traditional grassroots campaign strategies have a much greater impact on the electoral performance of political parties than the use of new technology. Discuss. (20)

You will also need to prepare for essays that read something like:

To what extent does the use of new technology have the greatest impact on electoral performance of political parties (20)

To what extent does the use of media strategies have the greatest impact on electoral performance of political parties (20)

“Grassroots campaign strategies have the greatest impact on electoral performance of political parties”. Discuss (20)

[In 2017, the following question appeared:](#)

Evaluate the impact of media strategies used by political parties during election campaigns. (12)

You should also be prepared to write other forms of 12-mark essays, such as :

Analyse the impact of new technology on the electoral performance of political parties of political parties during election campaigns. (12)

Evaluate the impact of traditional grassroots campaign management strategies on the electoral performance of political parties during election campaigns. (12)

Evaluate the impact of political campaign management strategies on the electoral performance of political parties during election campaigns. (12)

Compare the impact of grassroots campaign management strategies and the use of media strategies on the electoral performance of political parties during election campaigns (12)

REMEMBER: for a 12-mark essay, you should break down your points into 4 knowledge points, 4 examples and 4 points of analysis.

Where a type of political campaign management strategy is mentioned in a 12-mark question (the isolated factor), you should ONLY write about that strategy. You may add in analytical comments that relate to the effectiveness of the strategy (isolated factor) relative to other strategies but other strategies must not be discussed in depth.

The impact of political campaign management strategies

TASK 1:

- ✓ Ensure that you can write a definition of each strategy.
- ✓ Identify specific examples from recent elections (2015/2017 & 2019) to show the strategy in action.
- ✓ Consider how effective the campaign strategy was in relation to the electoral performance of political parties. You should access the following election data to add weight to your responses

2019 General Election Results

<https://yougov.co.uk/topics/politics/articles-reports/2019/12/17/how-britain-voted-2019-general-election>

2017 General Election Results:

<https://ig.ft.com/election-results-2017/>

2015 General Election Results:

<https://researchbriefings.parliament.uk/ResearchBriefing/Summary/CBP-7186>

Useful websites offering analysis of political campaign management strategies:

<http://www.electionanalysis.uk/>

<https://www.conservativehome.com/thetorydiary/2019/12/how-well-is-the-conservative-campaign-machine-running-this-time-round.html>

<https://www.ft.com/content/8610dc48-0148-11ea-b7bc-f3fa4e77dd47>

<https://www.ecanvasser.com/campaignblueprint/political-campaign-strategy-2019/>

<https://inews.co.uk/news/politics/general-election-tv-debates-influence-who-people-vote-for-explained-1303819>

<https://www.campaignlive.co.uk/article/2019-general-election-welcome-social-media-war/1666942>

<https://www.theguardian.com/politics/2017/jun/09/digital-strategists-give-victory-to-labour-in-social-media-election-facebook-twitter>

<https://www.theguardian.com/commentisfree/2017/jun/12/labour-knocking-on-doors-jeremy-corbyn-momentum>

<https://electionleaflets.org/leaflets/?page=4>

<https://labour.org.uk/wp-content/uploads/2019/10/Why-we-knock-on-doors.pdf>

<https://www.bbc.co.uk/news/election-2015-32673439#>

<https://whatsnewinpublishing.com/how-people-in-the-uk-are-accessing-news-6-key-findings>

The impact of political campaign management strategies

<https://www.theguardian.com/politics/2019/nov/12/uk-election-parties-winning-online-war-ads-cash-votes-digital-dashboard>

<https://www.theguardian.com/politics/2014/apr/19/election-strategists-britain-david-axelrod-lynton-crosby>

<https://www.wired.co.uk/article/google-uk-general-election-ads-best-for-britain>

<https://gtr.ukri.org/projects?ref=ES/M007251/1>

<https://www.pressgazette.co.uk/survey-reveals-extent-to-which-newspapers-and-social-media-influenced-voting-decisions-at-2017-general-election/>

<https://theconversation.com/how-margaret-thatcher-invented-the-modern-british-election-campaign-39885>

TASK 2:

Using your research notes, you should now plan to write a response to the following essay question:

Traditional grassroots campaigning remains the most effective strategy for political parties during elections. Discuss. (20) ([Specimen Paper](#))

REMEMBER: A 20 -mark essay requires that you write the following:

- ✓ An introduction where you outline the main factors and provide a line of argument.
- ✓ The main body – this should be 3 paragraphs and contain:
 1. Up to five knowledge points (K)
 2. Up to 5 examples (K) – the total marks that can be awarded for K =8.
 3. 6 Analytical comments – these should use the key word in the question “effectiveness”.
- ✓ The conclusion – worth 4 marks. This is where you **answer the** question by evaluating the strategies relative to each other. Think about comparing their effectiveness against each other and provide justifications for your judgement.
- ✓ The remaining 2 marks are 'structure' marks. You can achieve these marks if the line of argument in your introduction flows throughout the essay. This is why it is essential that you identify your line of argument **before** you begin writing your answer. In this case, you need to know which political campaign management strategy you think is the most effective and **why**. Use the grid to help you analyse your research before you begin writing your answer.