## CH. 16 POLITICAL PARTIES Topic 5.3-5.5

## I. Political Parties

- A. Impact on voters and policy.
  - mobilization and education of voters
  - Creation of party platforms
  - Candidate recruitment
  - Campaign management
  - Fundraising and media strategy
  - National party structure
- B. Parties impact on government

## II. How and Why to Parties change?

- A. Changing political parties
- B. Candidate-centered campaigns
- C. Appealing coalition
- D. Changes influence party structure
  - Critical elections and realignments
  - Campaign finance laws
  - Changes in communication and data technology
- E. Managing political messages and outreach

## III. Third Party Politics

- A. Third parties and independents
  - Why do third parties form: ideological, splinter, economic-protest, single issue
  - Modern third parties
- B. Barriers to third party success
  - Single-member districts v. proportional representation
  - Money/ballot access
  - Incorporation of third-party agendas
  - Winner take all voting
    - How are swing states involved here?



