

Unit 5 POLITICAL PARTICIPATION
5.10 Modern Campaigns



ESSENTIALS

The benefits and drawbacks of modern campaigns are represented by:

- Dependence on professional consultants
- Rising campaign costs and intensive fundraising efforts
- Duration of election cycles
- Impact of and reliance on social media for campaign communication and fundraising

1. What is the underlying idea of this cartoon? [Write your response like a claim statement]

2. How important do you think professional campaign consultants are? Explain.

Concept Application

“Are secret forces shaping American elections? That is the burden of *The Creepy Line*, a documentary reflecting research of Robert Epstein, a former editor of *Psychology Today*, who argues that Google’s ranking of searches can affect the popular vote, and did indeed affect it in 2016 in Hillary Clinton’s favor. Meanwhile, *Cyberwar: How Russian Hackers and Trolls Helped Elect a President*, a book by University of Pennsylvania professor Kathleen Hall Jamieson, argues that evil online Russkies pushed the 2016 race the other way.

Fears of a deluded electorate go back to the Constitutional Convention: “Give the votes to people who have no property,” said Gouverneur Morris, “and they will sell them to the rich who will be able to buy them.” But small-d democrats, from Jefferson to Reagan, trust that enough people will have enough sense enough of the time to judge well and vote accordingly. Make your case to your fellow citizens, and hope. The alternative is George III or Putin.”

National Review, October 15, 2018.

After reading the scenario, respond to A, B, and C below:

- A. Describe a contemporary political issue affecting voter choices.
- B. In the context of the scenario, explain how the response in part A is affected by legal protections found in federal legislation or the U.S. Constitution.
- C. In the context of the scenario, explain how rational choice theory affects voting behavior.

1. Tell a story about a leading Democratic Party campaign consultant from the last presidential election. Who are they? How did they gain their reputations? Describe their demographics. What did they do after the election?
2. Tell a story about a leading Republican Party campaign consultant from the last presidential election. Who are they? How did they gain their reputations? Describe their demographics. What did they do after the election?
3. How much money did the Democrats spend in the last three (3) presidential elections? How much money did the Republicans spend in the last three (3) presidential elections?
4. If you wanted to run for president...when should you begin campaigning? When should you announce? How much money do you need to begin a serious campaign? Write a five (5) step action plan:

QUANTITATIVE ANALYSIS

Tracking 2016 Presidential Money Race	CLINTON	TRUMP
CANDIDATE RAISED TO DATE	\$973.2M	\$564.3M
Spent	\$969.1M	\$531.0M
Cash on Hand	\$4.1M	\$33.3M
SUPER-PACS RAISED TO DATE	\$217.5M	\$82.3M
Spend	\$215.1M	\$85.5M
Cash on Hand	\$3.7M	-\$1.8M
TOTAL RAISED TO DATE	\$1,190.7M	\$646.8M
Total Spent	\$1,184.1M	\$616.5M
Total Cash on Hand	\$7.8M	\$31.5M

Candidate fundraising includes campaign and joint fundraising committees

Source: Bloomberg.com December 9, 2016

Use the information graphic to answer the questions.

- A. Identify the candidate who spent the most money in the 2016 presidential campaign.
- B. Describe a similarity or difference in campaign spending for Clinton and Trump during the 2016 presidential race, as illustrated in the information graphic, and draw a conclusion about that similarity or difference.
- C. Explain how campaign spending in 2016, as shown in the information graphic demonstrates, the impact of a relevant Supreme Court decision.