

MODERN CONSTITUENCY ELECTIONEERING

**Local
Campaigning
in the 1992
General
Election**

**David Denver
and
Gordon Hands**



Modern Constituency Electioneering Local Campaigning In The 1992 General Election

Graham Gudgin, Peter Taylor



Modern Constituency Electioneering Local Campaigning In The 1992 General Election:

Modern Constituency Electioneering David Denver, Gordon Hands, 2013-10-23 In this study of grass roots election campaigning the authors survey the evolution of campaigning over the past century and describe how the parties organized their constituency campaigns in the 1992 election They examine and evaluate the campaign techniques used *The Routledge Handbook of Elections, Voting Behavior and Public Opinion* Justin Fisher, Edward Fieldhouse, Mark N. Franklin, Rachel Gibson, Marta Cantijoch, Christopher Wlezien, 2017-09-22 The study of elections voting behavior and public opinion are arguably among the most prominent and intensively researched sub fields within Political Science It is an evolving sub field both in terms of theoretical focus and in particular technical developments and has made a considerable impact on popular understanding of the core components of liberal democracies in terms of electoral systems and outcomes changes in public opinion and the aggregation of interests This handbook details the key developments and state of the art research across elections voting behavior and the public opinion by providing both an advanced overview of each core area and engaging in debate about the relative merits of differing approaches in a comprehensive and accessible way Bringing geographical scope and depth with comparative chapters that draw on material from across the globe it will be a key reference point both for advanced level students and researchers developing knowledge and producing new material in these sub fields and beyond The Routledge Handbook of Elections Voting Behavior and Public Opinion is an authoritative and key reference text for students academics and researchers engaged in the study of electoral research public opinion and voting behavior

British Elections and Parties Review Philip Cowley, David Denver, Justin Fisher, Charles Pattie, 2013-01-11 After the Labour Party's landslide victory in 1997 the results were analyzed Issues at the top of the agenda included party leader image campaign strategy the sleaze factor the effect of the media and changes in the electoral geography of Britain This volume records the discussion

Communicating and Strategising Leadership in British Elections Alia Middleton, 2021-03-17 This book concentrates on the leaders of the Conservatives Labour and Liberal Democrats in British general election campaigns between 2010 and 2019 by exploring where they visit during the campaign and why the impact they have and how leadership is represented in the Press It establishes the key strategic underpinnings for their visits and the types of activities they undertake in a uniquely British context The degree to which leaders and their visits form an important dimension of voter behaviour is also considered Moreover the book explores how the Press delve into the personal lives of lesser known opposition leaders and scrutinise the policies of Prime Ministers The types of visits by leaders that become newsworthy are identified alongside their importance as a framing tool in election reporting Beyond the leaders themselves press reporting on their personal relationships is scrutinised showing an increased acceptance of active partnership

Seats, Votes, and the Spatial Organisation of Elections Graham Gudgin, Peter Taylor, 2024-10-31 In many elections especially those using single member constituency systems the allocation of seats is incommensurate with each

party's share of the votes cast. *Seats, Votes and the Spatial Organisation of Elections* provides a convincing rigorous analysis of this disproportionality which has not been improved on since its publication over 30 years ago. Its formal analysis illustrated by empirical examples from a range of countries stresses the importance of three geographies as key influences on how votes are translated into seats: the geography of partisan support, where people with different political persuasions cluster; the homogeneity of those clusters; and their relative size. Its republication makes this classic piece of spatial political science available to contemporary audiences for whom it is as relevant as when the book first appeared in 1979. Ron Johnston's introductory essay sets the work in context and identifies its importance as the foundation for three decades of subsequent work into this key feature of electoral system operation.

Money and Electoral Politics Johnston, Ron, Pattie, Charles, 2014-05-07 Political parties are crucial to British democracy providing the foundations for mobilising voters. Their constituency branches are key links between voters and Parliamentary candidates and their activities require two vital resources: people and money. Much has been written on the decline of party membership but far less on money. In this much needed new book Ron Johnston and Charles Pattie use the latest research and hitherto unpublished material to explore financial differences across the UK's three main parties in the four years leading up to the 2010 General Election. They look at how much local parties raise for election campaigns and find that the more money candidates spend, the better their performance. Analyses of their annual accounts however show that many local parties are unable to raise all of the money that they are entitled to spend on such campaigns. This reveals an unhealthy picture of grassroots party organisation in which the capacity to engage effectively with many voters is concentrated in a relatively small number of constituencies and is likely to remain so. This timely and essential book will make a major contribution to the literature on British elections and parties especially to continuing debates regarding party funding. It will make important reading for academics, students, politicians, civil servants and others interested in this topic.

Electing Our Masters Jon Lawrence, 2009-03-26 In this engagingly written history of electioneering in Britain from the eighteenth century to the present, Jon Lawrence explores the changing relationship between politicians and public. Throughout this period he argues British politics has been characterized by bruising public rituals intended to bestow legitimacy on politicians by obliging them to face an often irreverent public on broadly equal terms. Face to face interaction was central both to the disorderly civic rituals of eighteenth century politics and to the Victorian and Edwardian election meeting. Perhaps surprisingly it also survived in pretty rude health between the wars despite the emergence of the new mass communication media of radio and cinema. But the same cannot be said of the post war era and the rise of television. Today most politicians are content merely to offer the semblance of meaningful engagement: walkabouts, canvassing and meetings are all designed to ensure that most senior politicians come into contact only with the smiling faces of that dwindling band, the party faithful. Lloyd George and Churchill might have relished the rough and tumble of a tumultuous public meeting but their modern counterparts tend to be more risk averse and

not without reason given that the cameras are always present to capture their mishaps But this is not another nostalgic lament for a lost golden age On the contrary Electing Our Masters argues that politicians frequently still crave the kudos to be derived from bruising encounters with an irreverent public hence Tony Blair's so called masochism strategy in the 2005 election campaign with its succession of gruelling sessions before live studio audiences As Lawrence points out the vital question for today is can we persuade our broadcasters that such encounters must form a staple of modern mediated politics

Estimating the Policy Position of Political Actors Michael Laver, 2003-12-16 This book gives an up to date reference on the state of the art in this highly important methodological area which is central both to theoretical models of party competition and to empirical accounts whether these are case studies or comparative analyses It looks at subjects including tracking estimates of public opinion and party policy intentions in Britain and the USA the policy space of party manifestos and party platforms and voters perceptions Its panel of respected contributors reviews the refinements which have been made to established techniques as well as considering the potential and early successes of computer coding *UKIP* Matthew Goodwin, Caitlin Milazzo, 2015-11-26 The UK Independence Party Ukip is the most significant new force in British politics for a generation Under the leadership of Nigel Farage the party has enjoyed a remarkable rise winning the 2014 European Parliament elections as well as two parliamentary by elections and attracting mainstream defectors to achieve major party status By the time of the 2015 general election Farage and Ukip stood on the threshold of becoming a major force at Westminster This account is a must read for anyone interested in the inside story of Ukip's quest to change British politics during one of the most unpredictable and dramatic elections in recent history Based on unprecedented access to the party and its key players the book pulls back the curtain on one of the most intriguing campaigns in living memory It includes behind the scenes observations from the campaign trail and more than one hundred interviews with leading Ukip insiders such as Nigel Farage Douglas Carswell and Mark Reckless as well as major donors strategists and figures from across the political landscape as they grappled with Ukip's rise Matthew Goodwin and Caitlin Milazzo reveal what really happened during the 2015 election campaign and in the by elections and defections which preceded it providing detailed accounts of the critical moments that shaped both the election itself and British politics more widely The book also makes extensive use of British Election Study data from over five decades to answer important questions about the rise of Ukip and what it signifies Who voted for Ukip and why How are political loyalties in Britain changing over time What are the deeper currents that have made Ukip's rise possible and will continue to shape its future And what does the party's campaign for power reveal about the current evolution of British politics and society UKIP takes readers inside the campaign telling for the first time the exciting inside story of a new party attempting to redraw the map of British politics *Political Marketing* Darren G. Lilleker, Jennifer Lees-Marshment, 2005-08-06 Political marketing has become a global phenomenon as parties try to copy the market oriented approach employed by Tony Blair to win power for New Labour in 1997 It raises fresh perspectives on

the more established political marketing practices in the UK and US such as how to incorporate political leadership within the market oriented framework and the democratic implications when faced with the actual business of governing This book also highlights how the market oriented party approach has spread around the world including Europe and the new democracies of Brazil and Peru The collection also introduces the debate on whether such practices enhance or undermine democracy raising important questions on the future of political marketing

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