

POLITICAL COMMUNICATIONS

# Why Labour Won the General Election of 1997



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# Political Communications Why Labour Won The General Election Of 1997

**Barrie Axford, Richard Huggins**



## **Political Communications Why Labour Won The General Election Of 1997:**

**Political Communications** John Bartle,Ivor Crewe,Brian Gosschalk,2012-11-12 The dialogue conducted via the press television advertising and the opinion polls between politicians and the people in the 1997 campaign and its run up is analyzed here Special attention is paid to the innovations and changes that marked the 1997 campaign

**Political Communications Transformed** John Bartle,Dylan Griffiths,2001-03-30 Dramatic changes in society technology and culture have transformed the relationship between political parties the media and the individual voter over the last fifty years The leading researchers gathered in this volume offer a comprehensive analysis of the evolution of British political communication since 1945 They explore the competition for coverage between political parties and media organizations the ongoing rivalry between politicians and the press and the implications for the quality of British democracy

*Global Political Campaigning* Fritz Plasser,2002-02-28 Plasser examines the changing practices of election campaigning worldwide Based on data of an indepth survey of campaign managers and political consultants from 43 countries he provides insights into the professional role definitions and strategic orientations determining the future of electioneering in media centered democracies The first section gives a state of the art overview of the international literature and modernization theories describing and analyzing the ongoing process of modernization and growing professionalization of electioneering around the world The second section deals with the topic of an Americanization of campaign practices in countries fundamentally different from the United States from a diffusion point of view A special focus is the role of U S overseas consultants in influencing and modifying campaign practices in foreign countries based on indepth interviews about the professional experiences of leading figures of the Americans overseas consultancy business The third section deals with central features of campaign practices from a comparative perspective and provides information and data about the media infrastructure and political culture indicators for 50 countries as well as a detailed comparison of country specific campaign regulations party system features and campaign styles The fourth section focuses on the results of Plasser s Global Political Consultancy Survey among 592 campaign professionals from 43 countries The results of this first worldwide survey offer insights into professional orientations role definitions and practices of campaign managers and political consultants throughout the world The fifth section discusses different area and country specific campaign styles from a comparative perspective The final chapters present a global typology of distinct campaign styles across the world summarize the central findings and link them to the ongoing debate about the future of electioneering in media centered democracies An essential research tool for scholars students and other researchers involved with comparative electioneering political management and political communication

**Britain since 1939** David Childs,2001-12-05 In this thoroughly revised 2nd edition David Childs gives a detailed account of political social and economic developments since 1919 including the impact of the Second World War Britain s often neglected last days as an Empire India Palestine Kenya Cyprus and elsewhere are covered necessary

background for an understanding of Britain today The decline of the Conservatives and the Blair experience are also covered at length and a sketch of Ireland from the Free State to today s prosperous Republic is included Biographical materials and interviews enliven the text Mention is made of the discussion on decline at various points in British history but Childs concludes that although Britain faces very serious problems its people are better off than ever before in terms of prosperity and personal freedom

**Media and the Presidentialization of Parliamentary Elections** Anthony Mughan, 2000-10-10 In theory parliamentary elections are a contest between political parties whose leaders do not have a separate identity from their party in the public eye This case study of Britain shows that this theory no longer holds the dynamics of parliamentary elections have become more presidential in the sense that the leaders of the major parties now figure more prominently on both media coverage of the campaign and in the party that voters choose at the polls The implications for our understanding of parliamentary democracy are discussed *Popular Newspapers, the Labour Party and British Politics* James Thomas, 2007-05-07 IT S THE SUN WOT WON IT was the famous headline claim of Britain s most popular newspaper following the Conservative party s victory over Labour in the 1992 general election The headline referred to a virulent press campaign against Neil Kinnock s Labour party and dramatically highlighted one of the chief features of British politics during the twentieth century the conflict between a socialist Labour party and a capitalist popular press Labour s frequent complaints of the political and electoral unfairness of newspaper bias meant that some commentators considered that this dispute had a heritage as old as the party itself Others including the Labour leadership at the time argued that despite past tensions the 1992 election marked the culmination of an unprecedented campaign of vilification against the party Popular Newspapers the Labour Party and British Politics assesses these competing claims looking not only at 1992 but both back and forward to examine the continuities and changes in newspaper coverage of British politics and the Labour party over the twentieth century The book explores whether the popular press has lived up to its claim of being a democratic fourth estate or has merely as Labour politicians have argued been a powerful fifth column distorting the democratic process Drawing on a range of previously unexamined sources this book offers the first original and comprehensive history of a fascinating aspect of British politics from Beaverbrook to Blair James Thomas is a lecturer at the Cardiff School of Journalism Media and Cultural Studies at Cardiff University and has published articles and essays exploring the relationship between the popular press and British politics

**New Media and Politics** Barrie Axford, Richard Huggins, 2001-01-26 Exploring the theme of the putative transformation of political modernity under the impact of new media this book adopts a questioning approach to the ways in which cultural and technological factors are affecting the temper of political life and reflects the variety of normative thinking about and empirical research on the changing character of politics in mediatized cultures New Media and Politics examines the extent to which commercial populism now dominates electoral and other political discourses the ways in which the functions of leadership government and political parties are modified by different forms of both old and new media the

democratic or undemocratic import of such changes and the ways in which the dominant territorial paradigm of politics is challenged by the space and time devouring capacities of electronic media

Political Leaders and Democratic Elections Kees Aarts, André Blais, Hermann Schmitt, 2013-03-14 Outcomes of legislative elections are typically reported in terms of party support how many votes and seats were obtained by each party But in fact voters are faced with three choices which must be folded into one They must decide which party they prefer but in so doing they must take account of the policies advocated by these parties and the leaders who will eventually have to enact them This simple fact raises question about the relative weight of these considerations and especially the importance granted to the leaders This issue has been largely neglected in the vast literature on voting behaviour The dominant traditions in the study of voting behaviour focus on political parties and party identification and on political issues and ideology respectively This volume uses election surveys over the past 50 years to systematically assesses the impact of political leaders on voting decisions in nine democracies Australia Britain Canada Germany the Netherlands Norway Spain Sweden and the United States It analyses issues such as the changes in political communication particularly the rise of televised politics and the relative importance accorded to political leaders in different types of political systems It demonstrates how electoral systems and other political institutions have a discernible effect on the importance voters accord to actual political leaders Contrary to popular wisdom Political Leaders and Democratic Elections shows how unimportant the characteristics of political leaders parties and indeed the voters themselves actually are on voting patterns The volume shows that voters tend to let themselves be guided by the leaders they like rather than being pushed away from those they dislike Comparative Politics is a series for students teachers and researchers of political science that deals with contemporary government and politics Global in scope books in the series are characterised by a stress on comparative analysis and strong methodological rigour The series is published in association with the European Consortium for Political Research For more information visit [www.ecprnet.eu](http://www.ecprnet.eu) The Comparative Politics series is edited by Professor David M Farrell School of Politics and International Relations University College Dublin Kenneth Carty Professor of Political Science University of British Columbia and Professor Dirk Berg Schlosser Institute of Political Science Philipps University Marburg

**British Elections & Parties Review** Lyn Bennie, David Denver, Lisa Harrison, Jon Tonge, 2023-05-09 This volume contains contributions from some of the leading names in British politics covering several aspects of electoral politics

British Elections and Parties Review David Denver, Lyn Bennie, Lisa Harrison, Jon Tonge, 2001-09-14 Containing contributions from leading names in British politics this review continues to publish front rank research on parties elections and voting behaviour in Britain

The book delves into Political Communications Why Labour Won The General Election Of 1997. Political Communications Why Labour Won The General Election Of 1997 is an essential topic that must be grasped by everyone, ranging from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Political Communications Why Labour Won The General Election Of 1997, encompassing both the fundamentals and more intricate discussions.

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    - Chapter 2: Essential Elements of Political Communications Why Labour Won The General Election Of 1997
    - Chapter 3: Political Communications Why Labour Won The General Election Of 1997 in Everyday Life
    - Chapter 4: Political Communications Why Labour Won The General Election Of 1997 in Specific Contexts
    - Chapter 5: Conclusion
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  6. In chapter 5, the author will draw a conclusion about Political Communications Why Labour Won The General Election Of 1997. The final chapter will summarize the key points that have been discussed throughout the book.
- This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Political Communications Why Labour Won The General Election Of 1997.

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