

Unit 5 POLITICAL PARTICIPATION

5.4 How and Why Political Parties Change and Adapt

Room 2B HIVE

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ESSENTIALS

Parties have adapted to candidate-centered campaigns, and their role in nominating candidates has been weakened.

Parties modify their policies and messaging to appeal to various demographic coalitions.

The structure of parties has been influenced by: Regional realignments/Campaign finance law/Changes in communication and data-management technology

Parties use communication technology and voter-data management to disseminate, control, and clarify political messages and enhance outreach and mobilization efforts.

1. What is the underlying idea of this cartoon? [Write your response like a claim statement]
2. How has social media changed the way political parties inform their base? Do you think Twitter and other similar media platforms will permanently change our political arena? For the better?

Money changes political parties.

How much money can individuals give to national political parties? What impact did the Supreme Court case *McCutcheon v. FEC* (2014) have on political parties?

Candidate-centered campaigns change political parties.

Investigate how each of the following candidate-centered campaigns challenged traditional party nominations.

John F. Kennedy (1960)

Jimmy Carter (1976)

Barack Obama (2008)

Donald J. Trump (2016)

Party coalitions change overtime.

Investigate the make-up of the following party coalitions. How have they changed overtime?

The New Deal Coalition (Democrats)

The Trump Coalition (Republicans)

Mark on the map below regions that are strong for Democrats and strong for Republicans:



In the last presidential election, how many United States counties voted for:

Democrats

Republicans

In the last presidential election, how total people voted for:

Democrats

Republicans

ARGUMENT: Find evidence from authoritative sources that assess the role candidate-centered campaigns has had on weakening political parties. Or how weakened political parties have resulted in candidate-centered campaigns. **Write a claim statement that includes substantive arguments.** Cite at least three (3) arguments including at least two (2) authoritative quotes from the experts.