POLITICAL PARTIES & ELECTIONS, FALL 2012

# THE FUTURE OF CAMPAIGNS & CAMPAIGN FINANCE

Semiatin chapters 1 (Semiatin) and 2 (Boatright)

Monday, November 26

1.1 Semiatin suggests in his introduction that campaigns will increasingly become about “*you, the voter*” (4). What does this mean? How is this different from what campaigns used to be about? Think of some examples of ways in which the 2012 campaign was about you, the voter, in the new ways Semiatin means.

1.2 Considering Semiatin’s overview of this book (pp. 5-10), what topics are most important to consider when thinking about the future of campaigns?

2.1 What’s new about campaign finance, according to this chapter? How does “the new” fit in with traditional methods used by candidates to raise money?

2.2 Is the Obama campaign’s success in raising money replicable? Ponder, discuss.

2.3 Near the end of the chapter, Boatright asserts that “it is not difficult for candidates to present themselves in an authentic manner” (25). What does he mean by this? How does it relate to raising money? Do you agree with his assertion?

X. Add your question here….

**Wednesday: chapters 3 (Devine on paid media) and 4 (Turk on social and new media)**