

# Candidate 1 evidence

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	<p>1. A) Direct democracy is based on the direct and unmediated participation of citizens in the political process. Contrastingly, representative democracy involves a rarer and more limited form of participation, mostly through voting in elections and electing representatives.</p> <p>One reason why direct democracy could be claimed to be superior is because it heightens control. This means that direct democracy is considered a pure form of democracy since the views of the public can be accurately expressed and unaltered. For example, Swiss cantons frequently allow their citizens to voice their views on political matters by hosting regular referenda.</p> <p>Contrastingly, representative democracy could be considered superior because it's more practicable. This means that due to the rapidly expanding population of over 45 million, getting everyone's perspective on every issue would simply take too much time and money to be a viable solution. However, direct democracy can still be practiced in small scale communities, such as New England township meetings. For example, the largest practitioner of direct democracy was the ancient city of Athens, which only had a population of 200,000, out of which only 40,000 could vote (adult men with citizenship).</p> <p>Consequently, while it could be claimed that representative democracy offers a practical solution to a large population, direct democracy is superior as it heightens control and allows people's perspective to be represented the most accurately, and with the rise of technology such as e-voting it's becoming increasingly easier to apply to larger populations.</p> <p>Another reason why it could be claimed that the features of direct democracy are superior is because it creates a better-informed citizenry. This means that by having to be involved in politics constantly, people will be motivated to research more about the issues they are supporting, creating a vibrant and well-informed society. Additionally, the large interest displayed in referenda such as Brexit shows that people are willing to participate in the political process and decision making. However, it can also be argued that a lot of time these issues become tribal and people simply support a side without researching other perspectives due to factors such as party loyalty. For example, John Stuart Mill claimed that involving ordinary people in the decision-making process will result in them becoming better critical thinkers.</p> <p>Contrastingly, a reason why it could be claimed that the features of representative democracy are superior is because it creates a division of labour. This means that representative democracy relieves average people of the burden of decision making and allows them to move on with their lives without being fatigued by the political process. Additionally, many people don't have enough time or interest to research some of the most complicated political matters such as law and economics. For example, Joseph Schumpeter viewed representative democracy as a credible solution to most people not having time to constantly be involved in the political process.</p> <p>Consequently, while direct democracy does incentivise people to research the issues they are passionate about or they make the best decision, continuous involvement may lead to fatigue which will create low participation, as a result, public views will be distorted by minority rule, thus making representative democracy superior.</p> <p>Another reason why direct democracy's features could be claimed to be superior is that it allows people to not rely on self-serving politicians. This means that a time where trust in representatives is limited, direct democracy would remove this link. Additionally, it would remove a layer of people that could potentially distort the views of the public for their own self-interest. Moreover, many politicians have been accused of acting selfishly during their time in office and neglecting the needs of the public, thus direct democracy would minimise this corruption. For example, PM Boris Johnson has recently been accused of lying</p>	

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	<p>and misleading the public about the Downing Street Christmas parties that took place in the middle of lockdown which put people at risk.</p> <p>Contrastingly, a reason why representative democracy could be claimed to be superior is that it allows for expert opinion. This means that government needs people who have better knowledge, experience and maybe education than the average person. Philosopher Plato linked ruling state to stirring a ship, and if you wouldn't trust an inexperienced sailor to stir a ship why would you trust an average individual to rule a country? Additionally, government positions that deal with things such as the law and economy have always been filled with experts. For example, Brexit negotiations have included discussions about fishing, trade and international law, topics on which the average person is not very knowledgeable about and would probably not handle correctly.</p> <p>Consequently, although representative democracy does allow for expert opinion to form and be taken into account, experts are often out of touch with the needs of the average individual, as well as involving people in the political process will cause them to become better informed as they will have to research these topics, also consulting experts in the process.</p> <p>A final reason why the features of direct democracy could be claimed to be superior to representative democracy is that it creates legitimacy. This means that it shows the purer view of the public on certain matters, thus making decisions legitimate because people have taken them without outside intervention. Moreover, because it's decisions that they made people will be more likely to accept decisions that have been made this way. For example, in the UK referenda have been used to determine Brexit, Scottish independence and the creation of the Scottish Parliament.</p> <p>Contrastingly, a reason why the features of representative democracy could be claimed to be superior is because it creates stability. This means that by distancing people from the political process, representative democracy helps lower extremism and political agitation. Moreover, representative democracy encourages compromise at a time where politics has become increasingly tribal and divisive by forcing people to find common ground during elections.</p> <p>Consequently, direct democracy is superior because although representative democracy can lead people to compromise during elections, there is still rise in political tribalism that shows it's not fully effective, whereas direct democracy would also encourage stability because people will be less likely to fight back against decisions that the public has made without intervention, as seen with the overall acceptance of the outcome of Brexit, even from people who were against it.</p> <p>In conclusion, direct democracy's features are superior to that of representative democracy. This is because representative democracy always leads to the formation of a self-serving ruling class, and direct democracy would help eliminate this elitist system by giving control back to the public. While it can be argued that direct democracy might only work at a small scale, for example Jean Jacques Rousseau advocated for it in Geneva, a very small province, the rise of technology and e-voting is making it increasingly practicable in the future.</p>	

	<p>3. A) Media strategy allows political parties to reach wider audiences than ever before and project their message, however this is most often in conjunction with, and not at the expense of, traditional grassroots campaigning and new technology. This is because traditional campaigning allows parties to engage with people at a local level and engage with voters more directly, whereas new technology is easier to use to advertise to a mass</p>	
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audience and is also more effective when advertising to the younger sections of the electorate:

A media strategy that is effective during elections is televised debates. This means that it is customary for the leader's political parties to be involved in televised debates approaching elections. These debates are some of the most watched programmes on TV and give the parties a chance to answer questions from the electorate and project a good image as they are watched by millions (Jeremy Corbyn and Boris Johnson's debate was watched by over 6 million people). However, their effectiveness is altered by the fact that leaders have little control over how they are portrayed by journalists and moderators, so they can sometimes sour a party's image as a result. For example, Theresa May gained a poor reputation after not showing up to any debates in 2017, which made her seem too arrogant to the electorate.

Contrastingly, an effective grassroots campaign that parties can use is mobilising local turnout. This means that in 2017 Labour made use of the grassroots movement Momentum to encourage people to vote for Labour by targeting areas that had potential to be overturned by Labour. Additionally, on election day, Momentum volunteers also encouraged people to take the day off to knock on house doors and encourage people to vote, resulting in 1.2 million Momentum volunteers knocking on doors on election day. For example, almost every single constituency that was targeted by Momentum was won by Labour, compared to Conservatives only winning 5 out of the 43 constituencies that Theresa May has visited, showing that the presence of local volunteers is impactful.

Consequently, the media strategy of leaders' debates is not the most effective because Boris Johnson showed that you can avoid showing up to debates and still be left with a good image by suffering no consequences after refusing an interview with Andre Neil or being replaced by an ice sculpture during a debate, whereas Momentum's ability to propel Jeremy Corbyn to popularity despite him having done badly in the leaders' debates shows that having a strong local turnout is more efficient.

Another media strategy that can be used effectively by parties are party election broadcasts. This means that PEBs are short info-commercials that parties create to present their views to the electorate. Additionally, these are effective because they allow parties to have full control of their message and image, thus being able to present themselves exactly how they wish to be seen without interference from journalists. However, their effectiveness is decreased by the fact that not many people tend to watch them, and the ones who do are most often already supporters of the party, so their impact is limited. For example, in 2019 Boris Johnson appeared in a PEB that parodied "Love Island" in which he explained Brexit, which gained traction and good responses because of the original and funny concept. It's estimated that parties spend around £1.2 million on PEBs annually.

Contrastingly, an effective new technology strategy that parties can use is social media advertising. This means that because social-media platforms such as Facebook lack the content regulations of television, parties can put out attack-style ads that would not be shown anywhere else. Additionally, while these ads allow parties to more openly attack opposition in an attempt to gain support, they can become controversial as parties have been accused of pushing the boundaries and spreading misinformation, such as the Conservatives tweeting from a fake Jeremy Corbyn account during the debate. For example, an attack-style ad by the Conservatives against Corbyn in 2019 was viewed 7 million times, which means they are effective because they reach the wide audiences that PEBs don't.

Consequently, the media strategy of PEBs is not as effective as the new technology strategy of social media ads because while they both allow parties to have full control over their messaging, PEBs are not watched and are often skipped by anyone not already interested in the party, ruining their efficiency, whereas social media ads are easier to reach, are shorter and more entertaining, which is why they will be viewed more often and

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by people outside of existing supporters, making them more effective. Additionally, it could also be argued that social media give parties even more control than PEBs because they can say what they want without having to worry about regulations.

Another media strategy that can be used effectively by political parties is spin doctors. This means that parties will sometimes hire a sort of image consultants that can help the leader of the party gain a positive reputation and spin things to look in their favour. They are often in charge of the campaigning and play a big part in the leader's public appearances and public image, often times spin doctors being able to secure a leader's ability to be elected, while a bad spin doctor like David Axelrod may damage a party's image and affect them financially as they are very expensive to hire. For example, Theresa May hired a famous spin doctor Lyndon Crosby to help in 2017; Crosby has been described as a "master of the dark political arts" and the "lizard of Oz" due to his ability to influence the outcome of political campaigns.

Contrastingly, a traditional campaign that can be used effectively by a party is canvassing. This means that parties workers and volunteers will often go door to door and speak to the electorate, which is effective because it allows for two-way communication to occur. Additionally, through canvassing parties can answer questions and address the worries of the electorate, while a party leader canvassing and having a good presence can greatly repair their image and make the electorate trust them. Moreover, around election time parties can often use canvassing to bring in new supporters. For example, in 2017 Ilford North had more door-to-door campaigning from Labour than any other party, which led to Labour overturning a Conservative majority and growing support by 9.6%. Consequently, the media strategy of spin doctors is less effective than the traditional strategy of canvassing. This is because even hiring a good spin doctor will not guarantee success as even with Crosby's help Theresa May was not able to fix her reputation, and they can sometimes be a very expensive mistake, as Labour hiring David Axelrod in for £300,000 still resulted in them losing the election, as he was uninterested in the party, thus making canvassing more effective and better at managing a party's image because communication with the electorate is direct and unmediated and questions can be answered that will sway the electorate or put them at ease.

A final effective media strategy that can be used by political parties is relationship with the press. This means that a good relationship with the press is important because newspapers will often take sides and a newspaper switching side from one party to another is often taken as a blow to the party's image. Additionally, even Jeremy Corbyn, after doing well in 2017 despite poor relationship with the press, started to blame them in 2019 for his fall in popularity. Moreover, politicians have a history of trying to have a good relationship with the press and many have succeeded, thus ensuring better careers. For example, in order to effectively endure a good relationship with the press, David Cameron hired the editor of the Sun to be his, which worked.

Contrastingly, a traditional campaigning method that can be used by parties effectively is leafleting. This means that parties will use leaflets to promote a more local image of the party (e.g. promote a local candidate). Additionally, leaflets are often easier to distribute and can reinforce messaging used elsewhere, as most people will at least glance at a leaflet before putting it in the bin. Furthermore, leaflets are now modernised so they can be customised like social media ads. For example, in 2019 Labour distributed 80 million leaflets which were designed to enforce online messaging.

Consequently, the media strategy of a good relationship with the press is not the most effective because Jeremy Corbyn proved in 2017 that even with a hostile press that predicted Labour's greatest loss in decades, he still managed to do well due to a good online presence and strong grassroots campaigning, thus making leafleting more effective as while they are still a bit old fashioned, like newspapers, they can target more people since they are delivered to people's houses and most people do briefly look at them, while many people don't read newspapers anymore.

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In conclusion, media strategies are not undoubtedly the most effective strategy during election, which is because they don't leave the party with much control over how they are viewed due to interference from journalists and they are often overlooked in favour of more modern or accessible strategies (for example not many people read newspapers or watch PEBs). New technology is more important since it allows parties to access the same wide audience they access with media strategies, however they have more control over content and it can be streamlined and targeted to people who will actually watch it or have an impact on, however it's not the most effective because it's mostly used by young people, which are the least likely demographic to vote. The use of grassroots campaigning is undoubtedly the most effective because it allows parties to engage directly with the electorate and target all sections, as well as providing them with a better image if they engage with voters consistently.

## Candidate 2 evidence

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1.a.	<p>Democracy is a huge part of how our country is run. There are two types of democracy; Direct - where we vote on our own behalf; or Representative where we elect politicians to vote on our behalf. This essay will compare the advantages and disadvantages of both <sup>(see page 9)</sup> coming to conclusions about the extent to which direct democracy is superior to representative democracy.</p>
	<p>One benefit of direct democracy is that it heightens control as it is essentially a pure form of democracy where we make the decisions ourselves. The public shape the society so there is no distinction between people and government. Political theorist Rousseau stated that direct democracy would allow freedom to flourish and encourage good decisions to be made through the majority.</p>

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he also argued that the only way to ensure fair representation is to represent yourself. However representative democracy may be more practical in modern societies and direct democracy may not be possible with a voting population of millions. So some people may not be interested in politics and prefer to have a professional politician speak on their behalf. Rousseau argued that direct democracy would work best in small pastoral societies. Also direct democracy may lead to the tyranny of the majority where the interests of the majority excludes those of the minorities. For example had direct democracy been used to dictate civil rights in the south of America in the 1950s and 1960s, racial segregation would not have stopped as most people supported



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	<p>how to steer the ship. So this shows that Representative Democracy may be superior as ordinary people may not have the expertise to make decisions on such complex issues. For example the same sex bill when went through long and complex discussions and amendments before being passed. Also politicians are elected to put forward their views and they couldn't possibly put forward the views of all their constituents. So this is beneficial to those who voted for the politician as they will likely have similar views. However those who voted for a different candidate may feel under represented.</p>
	<p>A final benefit of direct democracy is that it creates a more politically liberal society.</p>

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As frequent participation encourages people to care more about the factors behind major issues. For example heated debates surrounding the 2014 Scottish Independence referendum saw increased political participation and higher party membership. This is supported by theorist Dahl who said that direct democracy and increased participation would create a more educated society. However people may tire with the effort and commitment it takes to participate and may prefer the limited participation of Representative democracy. For example general election turn outs are roughly ~~65~~ 65% and European parliament election turn out is only roughly 35%. This suggests that people do not want to participate as much as they already do.

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let alone increase their chances to participate with direct democracy, and therefore prefer a system like representative democracy. Additionally with the increased use of social media and the constant 24 hour news cycle people are becoming more political, politically literate anyway without increased participation.

So in conclusion although there are many benefits of direct democracy, they do not outweigh those of representative democracy, which is in fact superior. Direct democracy may highlight control however representative democracy is much more practical. Theorist Shumpeter supported this when arguing that ordinary people do not have the expertise to participate in every important decision. Additionally



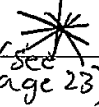
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	<i>(see first page)</i>	
<del>Q1</del>	<i>* comparing control vs practicality,</i>	
	<i>reliance, vs less reliance on</i>	
	<i>politicians and political literacy</i>	
	<i>vs participation</i>	

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3.a.	<p>Campaign strategies can largely affect election results. There are 3 main campaign strategies I will discuss. Traditional grassroots strategy canvassing. New technology voter databases and media strategy media advisers and then come to conclusions about which is the most effective.</p>
	<p>As more people are becoming floating voters, parties are paying more attention to influencing them. It is widely assumed that peoples opinions on short term factors are shaped by different media like TV and newspapers. So political parties are hiring media advisers to manage the parties image in the media. These advisers can put a possible <del>of</del> or negative spin on the information in the media in order to shine the party in <del>the</del> a better light. For example in 2010 David</p>



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	<p>Their newspaper preferences, only 51% do and after news papers only decide who to support once it is clear who will win essentially just backing the favorite. For example in 2010 when the sun switched its support from Lab. to con. The conservatives already had a 7-15% lead at the time.</p>
	<p>Traditional grassroots strategies like canvassing are also important for political parties. Canvassing allows parties to get their message to voters on the doorstep. During elections parties recruit large numbers of volunteers to <del>campaign</del><sup>canvass</sup> for the party. It is often seen as the most influential grass roots strategy and has been known to increase party support. For example in 2015 Iford North Labour</p>

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<p>had more canvassers than in any other constituency and managed to overturn a conservative majority and increase support by 9.6%.</p> <p>However canvassers have to be trained and correctly targeted at the correct marginal seats where they are needed to gain support. For example Labour's 2019 analysis of their defeat found that poorly organised canvassers who were not targeted at marginal seats severely limited the effectiveness of canvassing as one of their core campaign strategies.</p> <p>However new technology can be used to improve canvassing.  (see page 23)</p>	
<p>Voter databases are databases containing information on voters used by parties during elections. The SNP have made good</p>	

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	<p>use of their voter database activate over recent years. Activate has a record of all 3.9 million voters, 'how many have voted previously and how many fit into different consumer types identified by family type, income, age and postcode. So activate could stop the SNP wasting <del>more</del> money targetting constant non-voters or a solid labour council estate and instead help them pinpoint regular or aspirational voters who are more likely to vote SNP. These can also be used to improve grassroots strategies like canvassing. For example the activate app tells canvassers on the ground the nearest doors to knock on where they are most likely to find support or where they most need support and canvassers can enter their canvass</p>

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	<p>returns unintentionally updating activate. So this can help parties to maximise their time and resources and target canvassers in order to make it the most effective as is possible.</p>
	<p>So in conclusion. Media strategies are becoming more important as parties are spending a significant amount of money hiring media advisers to manage the parties image in the media. Media strategies also are important as they allow a parties message to be spread to a wide audience quickly and easily. For example news papers have millions of readers and social media sites have billions of users. However new technology and grassroots are becoming more important too. Grassroots <sup>canvassers if targeted properly</sup> <del>the</del> <del>canvassing</del> makes <sup>voters</sup> <del>parties</del> feel valued by political</p>

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	<p>parties making them more likely to vote for them and they are often cheaper than other campaign strategies like media strategies which cost millions of pounds. Also new technology is important as it allows parties to target their voters more efficiently <del>than</del> <sup>than</sup> before to stop them wasting money and it allows parties to tailor their message to voters so it will have maximum impact. However often a combination of methods is best as voter databases make canvassers better organised and targeted at demographics and location where it is most important for them to gain support. For example Paul Labour used new technology <del>canvassers</del> along with their canvassers in 2019 they would be better organised and targeted rather than the</p>

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	<p>scattergun technique used which contributed to their defeat.</p> <p>So overall although media strategies are becoming more important they are not yet undoubtably the most effective strategy. In fact a combination of new technology and traditional grassroots strategies is currently the most <del>important</del> effective strategy for political parties during elections.</p>
	<p><sup>see page 19</sup> * <del>can</del> talking face to face can make voters feel more valued by a party making them more likely to vote for them. And canvassing is more cost effective than other strategies as it relies on volunteers who are willing to give up their time to help the party.</p>

# Candidate 3 evidence

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	<p>SECTION 1</p> <p>Question b)</p> <p>There are no major differences between the key features of political ideologies</p> <p>Conservatism and socialism have been considered enemies in politics ever since Marx was around as many see the other as leading to a dystopia and will lead to a rise in inequalities. But how different are they really and are there any similarities between these two ideologies that are seen to be opposites.</p> <p>Conservatism has a broadly negative view on human nature, they consider humans to be selfish and irrational, Conservative theorists such as Thomas Hobbes supports this view believing humans are competitive and will act selfishly for their own benefit, and this is shown in instances such as Elon Musk's exploitation of workers in his factories. However an implication of this belief of human being naturally selfish is that it helps establish a ruling class where those that embrace the selfishness of humans will climb up the social hierarchy and those that do not will stay at the bottom. This comparing to the socialist view of human nature which is a broadly positive view on the nature of humans and that they are intrinsically different from animals as theorists suggests they are altruistic and have others best interests at hearts, this was shown when throughout Europe Ukrainian refugees were accepted into homes, and in Russia protests starting occurring against the Russia-Ukraine war. However it has been suggested that Human Nature has been moulded and corrupted by the state it operates under and capitalism has done massive damage to the nature of humans. In conclusion although it seems the two ideologies have completely different views on human nature there are some similarities as socialism believes if humans carry on operating under capitalism there nature will change to one much more similar to the one that conservatives see. However the core idea of human nature does see major differences between the two ideologies.</p> <p>Both ideologies also have beliefs about the state. Conservatives believe the state should be hierarchical and quickly establish a ruling and working class, they also believe there should be little state intervention and allow things to be private if needed, However an implication of this is that many theorists such as Marx believes that having a ruling class will lead to more economic and health inequality. This is shown when comparing the UK and US health systems as due to the US health system being private it has created massive health inequalities where the rich can get a significantly better service. Comparing this to socialisms view on the state, Marx believed that the state will eventually wither away and in its ashes will come a truly socialist society, they believed in a state that's core ideas were based on wealth distribution and high amounts of public spending and state intervention, However many argue that a nation without a state and operating under communism is impractical and cannot work as shown in the USSR and China which ended up being similar to the ideas of dictatorships rather than communist nations. In conclusion it is clear there are very little similarities in their beliefs about the state and clear</p>	

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	<p>differences between the two ideologies with Conservatives basing their beliefs on a state that has little intervention rather direct it in the correct direction whereas socialists believe in a state with maximum intervention to change away from old capitalist ideals until the state inevitably withers away.</p> <p>Both ideologies also have ideas about the economy and ownership. Conservatism sees private ownership as essential as it allows those that have worked hard to be rewarded with private wealth and private property that will sustain their needs. An example of this in practice is Margaret Thatcher's right to buy policy, this was the policy that allowed those living in council houses to buy their property at a discounted price. This gave a chance to those that previously could never dream of buying their own home the chance to do so, However a consequence of this is it lead to a shortage of council homes which in turn lead to massive amounts of inequality that only today are they attempting to fix. Furthermore they have clear beliefs on the economy as traditional conservatives such as Hobbes believed that the market should be managed by the state and should not be free However this compared to New Right conservatives such as Naziq believe that a free market is essential in the world to gain private property and private wealth. This compared to socialist beliefs, they believed private property caused massive amounts of wealth inequality and should be avoided at all costs, and they also believed that a free market should also not exist as it represented capitalist ideals However a consequence of this according to critics is it leads to economic stagnation as shown and the economy dropping significantly which leads to depressions and famine. In conclusion There are some similarities between older conservatives and socialists as both do not believe in a free market but there are still major differences when it comes to ownership due to the conservatives belief of Calvinism which is the belief that working hard will end up with reward.</p> <p>Society is also a key issue for both ideologies with Conservative theorists such as Giddens believing that the wealthiest in society should provide for the poorest as privilege is a duty, this idea is shown through most conservative governments as those that earn the most also get taxed the most. However nowadays this is not the case with the richest in society paying the least in tax due to loop holes in the system, This links with the conservative idea of human nature as humans are selfish and competitive. This compared to the socialist view on society, socialists believe that the current society the rich minority (bourgeoisie) is oppressing the majority (the proletariat) and forcing them to live in a world of inequality this is shown in the living wage, in the UK the national living wage is roughly £9.50 compared to what was discovered to be the actual living wage which is £9.90 this shows that the current state are causing the poorest in society to need to choose between heat and food. In conclusion again there are clear differences between the two ideologies as conservatives believe the rich are supporting those less well off, whereas socialist see this as oppression and not doing enough.</p> <p>In conclusion there are Major differences between the four key features of conservatism and socialism with the only similarities coming in their beliefs on human nature but those beliefs are still only the beliefs if a person lives under the opposite system. This shows the statement to be incorrect and that these</p>	

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	two ideologies struggle to find a middle ground where they can agree due to them both contesting each other at almost every point	

	<p>Section 3</p> <p>Question A</p> <p>The use of the media during campaigns is now undoubtedly the most effective strategy for political parties during elections.</p> <p>Discuss</p> <p>Political parties in the UK have always been trying to find the most effective way of gaining votes and popularity to become the governing party, from more traditional posters and leaflets to newer more pricey social media ads and databases, but one that has seem to have dominated for the past few decades is the use of media, if that's TV or newspapers, but just how effective is it today is it still standing tall or is its reign coming to an end.</p> <p>Traditional grassroots campaigning has always been seen as the one that anyone can get involved in from using a sign in your garden, poster in your window or volunteering to canvass for your party. The first traditional grassroots campaign method is leafletting every party is allowed to send one free leaflet per address in every constituency the constituencies they are running in, they can be used to make their party look better make other parties look worse, or inspire tactical voting such as the conservative party leaflet "don't vote labour only the conservatives can stop the SNP" which targeted those that wanted SNPs government to end but didn't know who to vote. However an implication of leaflets is that experts say that you cannot control what comes through your letterbox so it helps people get out of there echo chambers. Other methods such as canvassing are also used this can be done either through door to door canvassing or phone calls, a candidate or representative of a party will go door to door trying to convince people to vote for them, An implication of this is that door to door canvassing can help a candidate portray their message better and many people like the personal touch and might be persuaded, it also shows the candidate as being active in the community. In conclusion although grassroots campaigning might not be the most popular form of campaigning it is the most consistent and a staple at election time</p> <p>Media strategies such as Newspapers for years have been peoples prime source of political news, many believe they are effective as they do not have the restrictions put on them like TV they can be as biased as they want. If it is a</p>	
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	<p>broadsheet paper or a tabloid paper both are biased to some extent. Many believe the Sun is a deciding factor in who wins elections as it seems every year they are supporting the winning party, people believe this is due to their eye catching titles and there way of mocking the opposition as shown in their paper “don’t put Britain in the cor-bin”, However Newspapers popularity is clearly decreasing as from 2003 to 2016 daily newspaper sails decreased from 350,000 to 150,000 with tabloid newspapers such as the daily mail being hit the hardest by this dip in popularity, Furthermore the idea that the sun is the deciding factor may just be a myth as it seems they just support the party that is the highest in the polls no matter their ideology as they support conservatives in England and SNP in Scotland two contrasting parties. To conclude newspapers are clearly dying and nowhere near as popular as they were in the 20<sup>th</sup> century and the use of other methods of media campaigning such as TV have overtaken it.</p> <p>TV has been the most popular campaign method for roughly the last two decades, with over 70% of Britons main news source being TV, at election time there are many different ways TV is used as a campaign methods, one of these is Party political broadcasts (PPB). PPB are used similarly to leaflets and posters but are easier to portray your policies, the BBC permits PPB for every party that is contesting more than 100 seats. Labour commonly use celebrities in their PPB to gain voters such as Martin Freeman. However many people say that PPB are not effective as it keeps people in their echo chambers as many who don’t support the party will just switch them off or change the channel. During election time there are also Leaders debates, this allows parties to show their core policies and are very important for party’s public image as millions of people watch them. In 2015 leaders such as Nicola Sturgeon came across very well and this caused SNP to secure all but 3 seats in the seats they were contesting. In conclusion it is clear that TV is still the most popular campaign method as currently it is spread to the whole country however other new methods are quickly catching up to it and very soon there could be a change in the most popular method.</p> <p>New campaign methods include databases, Databases such as the mosaic database collect a wide variety of information on people and sort them into categories political parties can use these databases to target social media ads to certain groups. However a consequence of this is that many people believe it to be a breach of their privacy and campaigns for privacy regulations may restrict databases in the future. Social media ads are similar to leaflets and posters but they are harder to ignore due to this current world living on social media during election time political party propaganda is everywhere, this is due to almost all social media services having no restrictions on ads. Parties such as Liberal Democrats and the BREXIT party used both databases and social media ads to target groups they were strongest with, Liberal democrats used more the 2/3 of their social media budget targeting those under 35. However this was ineffective as the two parties that used social media ads did not see any gains in the 2019 election with the BREXIT party gaining 0 seats and liberal democrats losing one. A consequence of social media ads is they are incredibly expensive and a large amount of party’s budgets are used on them. In conclusion New campaign methods may currently not be the most popular they</p>	

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	<p>are quickly rising up seeing massive gains in just a 2 year period from 2017 to 2019 elections.</p> <p>In conclusion although Media is the most effective strategy of campaigning currently it may not be for long as newspapers have already seen a massive decrease it's only a matter of time before TV sees the same decrease, and Social media rises up from the ashes of TV.</p>	