

Running a Successful Campaign

BATs

Explain what factors are required for a successful campaign and why these factors can impact upon the success of a specific campaign. (C/D)

Evaluate the role of new media in the success of campaigns (B)

Recap Pressure Groups

- Look at the statements and decide which ones show how pressure groups **Strengthen** democracy and which one **weaken** it.

Pressure Groups

Strengthen democracy	Weaken Democracy
They give citizens a way to voice their opinions on specific issues, possibly affecting change outside of a slow moving parliamentary system	Some PGs more financially secure than others - so have an advantage of extra personnel and resources
Allow for representation of citizens views in between local and general elections	Deflect attention from election campaigns that are part of the legitimate and well regulated parliamentary system
Levels of Active Citizenship increase and encourages future participation	Different pressure groups compete for attention and support. Not all can be successful, so some voices go unheard
Scrutinise Government to ensure it is fair and honest by carrying out research and releasing objective information	If pressure groups consult with government there is a danger that important policy decisions are made behind the closed doors of Whitehall, without using the democratic processes of parliament
Every Citizen can make change and have voice heard regardless of class, gender, ethnicity, disability or sexuality	The increasing use of more aggressive forms of direct action is irresponsible and dangerous

How do citizens bring about change?

- Brainstorm all the methods that citizens can use to campaign for change

letter writing

email

lobbying MP

petitions

leaflets

demonstrations

media

websites

social networking

boycotts

striking

voting

A Successful Campaign

- Read p277-278
- Answer the questions on Activity 1 p 279
- **Extension** - Activity 2

An Unsuccessful Campaign

- Now read the article on p280
- Why do you think this campaign was less successful than the Chicken campaign?

Key Factors for Successful campaigning

- **Membership - size matters!** Celebs!!
- **Nature of the Cause** - govt policy, help from other appeals, timing (slow news day!),
- **Methods** - direct action more newsworthy, but risks alienating public/govt
- **Finance** - more money can pay for more advertising e.t.c and political consultancies
- **Role of the Media** - targets large audience quickly. Timing of ad essential - no good campaigning for less fuel use during Motoring Show! Bias.

Plenary

- Assess the role of NEW MEDIA in successful campaigning
- When/how is it good for the campaign?
- When/how is it bad for the campaign?
- Why is it better than many traditional methods used in campaigning?

Homework

- Identify 2 ways the internet aids campaigning. 5 marks
- *Briefly* examine, using examples why some pressure groups are more successful than others when campaigning to influence political decision. 5 marks
- In next week please