**Unit 1, Part 1: Voting Behaviour & the Media ~ Noting guidance sheet**

***Reminder:*** *The key objective of noting is educating yourself, support your own learning and focusing in on the key points that will enable you to do these two things.*

1. **Case studies** (1979, 1997, 2010), pp. 67-73

Using the subtitles note 3 or 4 key points from across the 3 case studies.

*(e.g.* ***Party policies & manifestos.***

*1979 –*

* *Both parties prioritised bring down inflation*
* *Both Callaghan and Thatcher sought to move their party’s to the right*
* *Some privatisation of nationalised industries was mentioned.*

*1997 –*

* *New Labour, under Tony Blair, fought its first general election*
* *Labour abandoned old-fashioned party policies, e.g. nationalisation*
* *New Labour gained support from the press/mainstream media*
* *A great emphasis on constitutional reform policies*
* *No real stark differences between Labour and the Conservatives*

*2010 –*

* *Little differences between the three main parties*
* *Reducing the £163 billion deficit was the dominant theme*
* *Cuts to public/government spending endorsed by all three parties*
* *Economic mismanagement was by the Labour government was a key theme – 59% of voters agreed*

*(… So this is the sort of thing expected –* ***now you do the others!****).*

1. **Class-based voting** (pp.73-76)
2. Define class-based voting.
3. Explain Partisanship and voting attachment (pp.74-75)
4. What is rational choice theory?

*(e.g. The idea that voters behave like consumers, casting votes dependent on what benefits themselves most)*

1. What 3 questions tend to dominate rational choice theory (p.75)
2. Define governing competency.
3. **Gender, age, ethnicity & region** *(demographics)* **& voting**
4. Give at least 4 sentences from the text that explain these demographics:

*(e.g.* ***Age***

* *Older people tend to vote Conservative*
* *Older people more likely own property*
* *Older people remember the Labour government’s problems in the 1970s*
* *Older people turnout in greater numbers in elections, e.g. 76% in 2010)*
1. **Analysis voting behaviour** (pp.78-80)

Using the tables **1.6, 1.7, 1.8** write a sentence that answers the questions in the ‘Pause & Reflect’ boxes.

*(e.g. p. 79.* ***1.6****. Since the 1970s class and partisan de-alignment [definition on p. 74] can be seen in middle class voters. In 1979 59% voted Conservative, whereas in 1997 & 2010 only 39% did. Similarly, 41% of skilled working-class (C2s) voted Labour, which by 2010 had fallen to 29%).*

1. **Role of the media & its impact** (pp.80-86)
2. Which media still dominates elections and impacts political opinion?
3. What evidence can you draw from the text that suggests TV leaders debates influence voters?
4. What are opinion polls?
5. From the text, write a sentence that criticises opinion polls.
6. **Media impact** (pp.82-83)

From the text, write 4 sentences that suggest changes in media types are now impacting elections and voting?

*(e.g. In 2000 only 26% of households had internet access. By 2010 82% had it, making this medium a key means by which politicians and political parties communicate with the electorate).*

1. Using the information on pages 84-85, write a short paragraph to answer the question – **How much influence do the media have on the public?** *(use evidence to support your answer).*

***WARNING!***

*Noting chapters using these guidance sheets WILL take you a long while if you leave it until the weekend/night before submission. So do these ‘little and often’ - that’s why you have four weeks to do these noting sheets.*