<table>
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<th>1780s:</th>
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<td>The Anti-Federalists (Democratic-Republicans). The Articles of Confederation (1781).</td>
<td>The Federalists. The Philadelphia Convention (1787)</td>
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<td>1820s:</td>
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<td>1920s:</td>
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Why the Red-Blue Divide?

1. The ideology of Ronald Reagan → Reagan appealed to the Conservative Democrats and brought them over to the Republican Party.

2. The end of the Cold War → There was a face of unity against the Soviet Union which was no longer needed in the 1980s.

3. ‘Partisan’ Presidents → Eisenhower; Ford; Carter; H.W. Bush seen as central, unifying figures (few loved or hated). Clinton and G.W. Bush were divisive.

4. The ‘New Democrat’ values of Bill Clinton → Clinton ran as a ‘New Democrat’ who at times adopted Republican policies.

5. The ‘divisiveness’ of Bush – 2000 election; 9/11; War on Terrorism and Iraq → After 9/11 Bush was transformed into the Uniter-In-Chief. The military operation in Iraq quickly ended all that and he once again divided America.

6. Obama and the reaction to ‘ObamaCare’ → Obamacare carried on the Partisan tone.

7. The new technology of electoral campaigning and the advent of a ‘New Media’ → New media allowed for ‘ideological soul mates’ to communicate and evangelise; their views reinforced, increasing partisanships.
CONGRESSIONAL COMMITTEES:

• Each party has a series of committees in both houses of Congress overseeing policy and campaigning.

• The chair of the Democratic Senatorial Campaign Committee, Patty Murray of Washington, was given much of the credit for the Democrats’ successful 2012 Senate campaign = winning the party 2 seats, boosting its number of Senate seats from 51 to 53.
2) Communication with Voters:

- Parties lost their traditional function as communicator between politicians and the voters and vice versa.
- Used to do so through a party rally – questions; heckling.
- Now communicate through TV with opinion polls as electorate’s answers.

= This role is now cut out.
Theories of Party RENEWAL:

1. Theories of party decline were exaggerated.
2. Increased party involvement in presidential nominations.
4. Increased Partisanship in Congress.
The Tea Party Movement: Context:

→ 'Tea' = Taxed Enough Already.

→ Also, to identify themselves with the anti-government sentiments of the original Boston Tea Party.

→ = Grassroots (bottom up organisation): no leader, decentralised; based in people’s homes on technology.

→ Opposed legislation on bank bailout schemes for instance.

Right wing ideology = Links to Republican Party?