

UK Politics Voting Behaviour and the Media

Key Content	Classwork	Revision
Voting behaviour and the media- Case studies		
1. I can present case studies of three elections (one from the period 1945-52, the 1997 election and one since 1997) explaining the results and their impact on parties and government.		
2. I understand the factors that explain the outcomes of these elections including: the reasons for and impact of party policies and manifestos, techniques used in their election campaigns and the wider political context of the elections; class based voting and other factors influencing voting patterns, such as partisanship and voting attachment; gender, age, ethnicity and region as factors in influencing voting behaviour, turnout and trends.		
3. I can analyse national voting behaviour patterns for these elections, revealed by national data sources and how and why they vary.		
Voting behaviour and the media- The influence of the media		
1. I can explain the role and impact of the media on politics- both during and between key general elections, including the importance and relevance of opinion polls, media bias and persuasion.		