

Faculti Summary

<https://faculti.net/why-campaigns-matter/>

This video video discusses the sixth edition of the book "Campaigns and Elections, American Style." It emphasizes the importance of campaigns in a polarized political environment, particularly how candidates convey their messages to voters. The book highlights the shift in voting behavior over the past two decades, noting an increase in college-educated Democrats and a rise in non-college-educated Republicans.

It underscores the significance of various outreach methods, including paid media (TV, radio, digital), earned media, and field operations to inform the electorate, which is increasingly divided along political lines. The authors aim to provide a multifaceted view of campaigns, incorporating insights from both practitioners and academics, allowing readers to understand politics from different perspectives. Ultimately, the book encourages readers to consider multiple viewpoints and approaches to elections and political campaigns.