

# Political parties and party systems by alan ware

Law



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The paper " Political Parties and Party Systems by Alan Ware" is an outstanding example of a law book review.

Chapter 10 in the book by Alan Ware " Political Parties and Party Systems" provides a reader with both concise and detailed information on the way parties approach their campaigns in order to overcome the rivals. It seems logical, as the author applies contemporary methods of campaigning through high technologies and mass media due to the fact that " the television age of campaigning has actually produced considerable diversity" (Ware, 1996, p. 290). Thus, the political systems rely on the main product of the post-industrial era, namely information.

Moreover, the chapter is interesting for quite a sequential line of the author's arguments on why politics cannot go without contemporary means of influence on ordinary people. The talk on the candidates in the party lists along with the " Single Transferable Votes" and PR-technologies are said to promote more space for competition between all participants in the political/election speedup (Ware, 1996). It is all about the constituencies the parties are likely to share throughout the campaign in order to omit the down-grading trend within the electorate.

Finally, a strong tendency of relevantly long political campaigns before the elections is traditionally accepted among the Western countries with set democracies in each. In turn, it is a basis to create a hypothetic model of voters' expectations in both more individualistic and larger scopes. Thus, modern political systems and parties as well propose personal and impersonal ways to contact each voter individually and in relation to their community (Ware, 1996). It is a formula of keeping up a good job by taking

voters' suggestions into account and persuading they will be resolved in the near future.