

SS236 Unit 8 Discussion | Sample

During the 2012 Republican primary the Super PAC, Restore Our Future, went on the offensive with a string of blistering TV ads against Newt Gingrich. The 8.5 million dollar campaign had the desired effect and bounced him out of the running and helped make Mitt Romney the Republican presidential candidate. (Nicholas Confessore, 2011)

The Pro Obama PAC, Priorities USA Action, ran perhaps the best known ad called the Stage. This ad showed a blue collar worker saying how the workers at his plant were told to construct a stage. This stage was later used by a representative from Bain Capital to inform everyone they were being fired. The ad ends with him saying Mitt Romney and Bain Capital took my job. (Stephanie Condon, 2012)

I feel that PACs hinder the process of electing candidates because it drowns out the voices of poorer candidates. Only those with money (and access to a friendly PAC) can effectively advertise their positions. In addition, PACs are not attached to the candidate and therefore can run negative ads attacking the other candidates without the repercussions that might accompany the ad if it came directly from the candidate himself. The effects of negative campaigning and advertising have often been debated, but some suggest while voters continually claim to be annoyed by negative advertising, the emotional effect that they have may trump their conscious effort to disregard them. (Donald Gree, 2013) If we take into account that negative ads are effective and that Super PACs are more likely to run negative ads than a candidate, then Super PACs are not good for democracy.

Nicholas Confessore, N. (2011, December 30). Group's ads rip at gingrich as romney stands clear. New York Times. Retrieved from http://www.nytimes.com/2011/12/31/us/politics/restore-our-futureattack-ads-harm-gingrich-in-iowa.html?_r=0

Stephanie Condon, S. (2012, August 7). Priorities usa action ad revives bain attack. CBS. Retrieved from http://www.cbsnews.com/8301-503544_162-57487824-503544/priorities-usa-action-ad-revivesbain-attack/

Donald Gree, D. (2013, October 6). Do negative political ads work? . Scientific American. Retrieved from <http://www.scientificamerican.com/article.cfm?id=do-negative-political-ads-work>

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