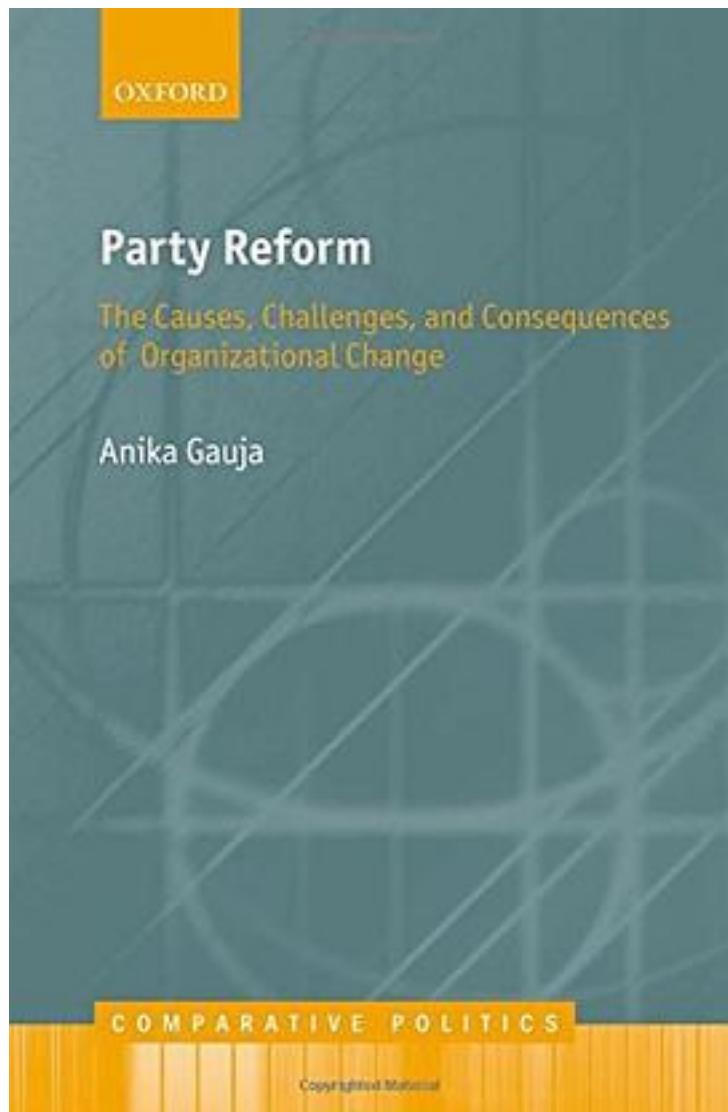


Party Reform



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出版者:Oxford University Press

出版时间:2017-1-17

装帧:Hardcover

isbn:9780198717164

Party Reform is a new comparative study of the politics of party organization. The book provides a novel perspective in party scholarship and develops the concept of 'reform' as distinct from evolutionary and incremental processes of party change. As an outcome, reform is captured in deliberate and often very public changes to parties' organizational rules and processes. As a process, it offers a party the opportunity to 're-brand' and publicly alter its image, to emphasize certain strategic priorities over others, and to alter relationships of power within the party.

Analyzing the last ten years of party reform across a handful of established democracies including Australia, the United Kingdom, Canada and Germany, the book examines what motivates political parties to undertake organizational reforms and how they go about this process. Party Reform reveals how parties' perceptions of the social trends in which they operate shape reform agendas, and how this relates to competitive demands and pressures from within the party for organizational change. In addition to the motivations for reform, the book is equally concerned with the process of reform. The book demonstrates that declining party memberships have had a fundamental effect on the way in which political parties 'sell' organizational reform: as part of a broader rhetoric of democratization, of re-engagement, and of modernization delivered to diverse audiences - both internal and external to the party. The chapters focus particularly on four key reform initiatives that begin to blur the traditional boundaries of party: the introduction of primaries, the changing meaning of party membership, issues-based online policy development, and community organizing campaigns.

作者介绍:

Anika Gauja is an Associate Professor in the Department of Government and International Relations at Sydney University, teaching in Comparative and Australian politics. Her research interests focus on the comparative analysis of political institutions in modern representative democracies. Her publications include *The Politics of Party Policy* (2013, Palgrave Macmillan), *Political Parties and Elections* (2010, Ashgate), and *Party Members and Activists* (co-edited with Emilie van Haute, 2015, Routledge).

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