POLITICS: BRIDGING ACTIVITY

General Election Report

Psephology – the study of Elections is arguably one of the most interesting aspects of the A-Level politics course and is featured heavily in both the UK and US content. July 4th 2024 saw the UK's first General Election since 2019.

Your task is to create a report answering the question, 'Why did Labour win the General election in 2024'?

As it is a report, it should contain pictures, graphs and headings. It does not need to be written in full prose throughout, but there should be in an extended explanation in the conclusion, addressing the question. 'Why did Labour win the General election in 2024'?

In terms of length, I would expect the report to be at least 10 pages long.

1. Title page – Picture accompanied by the title of your report.
2. Contents Page – A summary of the areas discussed and where to find them.
3. Introduction – A summary of the context leading up to the2024 General Election and a brief review of the outcome of the election.
4. Main body – There is some freedom here as to what you discuss and the order you discuss it in but I would expect it to include the following.

   - Manifesto Policies of the major parties
   - Party leaders
   - Salient (most important) issues
   - Data and graphs showing voting trends.
   - Media coverage
   - Quotes from political commentators and articles

5. Conclusion – This should summarise the information of the report and offer an extended explanation as to its findings, answering the question 'Why did Labour win the General election in 2024'?

You may find the following websites useful in terms of content.

General election 2024 results in maps and charts - BBC News

Sir John Curtice: The dramatic shifts behind a Labour landslide - BBC News

CBP-10009.pdf

How Britain voted in the 2024 general election | YouGov

UK Election Analysis 2024 - UK Election Analysis