

The Media Election: Lessons (so far)

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In media terms, what have we learnt?

1. That opinion polls during an election campaign are an expression of sentiment, not intention
 2. That the TV debates shook up the campaign but they were platforms to perform, not parliaments to decide power
 3. That the right-wing newspapers were unable to shift votes significantly, as the Tory share declined over the last month
 4. That journalists were right to report the campaign process, but wrong to confuse polls, online memes and TV performance with real politics
- 5. The electorate is now far more diverse than our politics and the media is struggling to reflect that
 - 6. Scotland and Wales (and Northern Ireland) are now separate countries in media terms and possibly politically, too. How do we report that in a national campaign?
 - 7. Don't get too close to the political process – Adam Boulton and Nick Robinson are outstanding political editors but have allowed themselves to be [embroiled in the arguments](#) instead of observing them, thanks to live TV and long hours.

And what will happen now?

Well, let's wait and see but for now I refer you to [my blog from a couple of days ago](#) which I think is still pretty accurate:

the Conservatives will get the most seats by a significant margin, despite the bias against them in the current system. They will either have a slender majority or govern as a minority administration.

If they are that close then they won't form a coalition but instead will deal on an ad hoc basis with the Lib Dems, the DUP or other groups to get key legislation through. Most of their programme to address the deficit and public service reform will be backed by Nick Clegg.

Then in a year's time they will announce another election to secure a clearer mandate. They will be able to call upon Britons to help them sort out the mess, which will be, of course, far worse than they had thought possible before.

The Lib Dems and Labour will be left demanding PR, a stance that will look very self-interested and self-indulgent at a time of national crisis.

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