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## Breaking Through the Monopoly

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Oral Presentation O1.2

**BREAKING THROUGH THE MONOPOLY**

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In contemporary American politics, it is a commonly accepted fact that African American voters are overwhelmingly supportive of the Democratic Party. However, given the articulated desire of Republicans to break through this electoral monopoly, one should consider how long this loyalty to the Democratic Party will last. The purpose of this paper is to examine if and how the Republican Party can successfully court African American voters from the Democratic Party. This study employs a qualitative research design involving a case study of four different Republican members of Congress who were relatively successful in attracting African American voters. The findings of this research indicate that one of the most successful factors in Republican candidates gaining African American voters was descriptive representation. This study suggests that the Republican Party's prospect of gaining African American voters should not be dismissed and encourages further scholarly attention to this important question.