**Introduction**

Election- This is the process of voting/choosing an individual who has met the set standard requirements to hold public office, or accept or reject a political proposal.

A candidate is a person who is running for office, is require to identify the election cycle so as to choose the seat they’re vying for.

An election cycle begins the day after the preceding general election for a stated federal office and ends on the day of the general election for that office. The years in an election cycle varies according to the federal office one is running for. The election cycle is two years for House of Representatives candidates, four years for presidential candidates, and six years for Senate candidates. This means that campaign periods differ, however you may one office holder not vying campaigning for another candidate.

Elections in the US are held on Tuesday after first Monday of November, this law was passed in 1845. Most elections involve a contest between a republican and a democrat candidate. The US representation is bicameral legislature, meaning it has two houses.

To ger to know the various differences in election of congressmen and senators, let’s look at major functions of elections.

Functions of Elections

Elections are mostly conducted in democratic systems, they also become the building blocks of governance. America uses the form of direct governance. This creates a sense of accountability, since the leaders are directly answerable to the voters. The electro cycles by compelling leaders to consistently seek mandate from the electorate by submitting to regular and periodic elections, quashes the problem of succession and the maintenance of democracy.

One of the major functions of elections is the delegation of political power. This ensures that those in power are responsive to the will of the people. Elections also legitimize those who are in power, this links citizens to each other, serving to facilitate political and social integration.

Political accountability is also a major function of elections. As stated earlier those leaders occupying the officers are directly answerable to the voters. This ensures that those elected will not make decisions based on their own particular interests.

Designation of political representation ensures that voters are clever enough to vote one of their own into office. There is also the aspect of creation of a political elite, whereby voters manifest their preferences by individual characteristics or party preference.

Control of those in power by the voters, they can decide to give those in power mandate to rule again or offer their support to a different party. There is also the creation of pollical programs, such as ensuring representation of the minority.

The final function of the elections is re-creation of the image of the public opinion. This relates to public preferences that shape policies during elections. This leads those who are vying to focus on voter demands.

A brief history of American Senate.

1n 1787 delegates gathered in Philadelphia to frame a new constitution based on two houses. The senate was to have equal representation, thus it had two senators from each state. The reason for this is that the senate would be too small, and if one senator was absent the state would have no representation.

The senators would be elected into office by state legislators until 1913 when the seventeenth amendment was adopted, which provided for popular elections. An elected senator serves for six years and then seeks re-election. The president of the senate is the country’s vice president, and only votes if there’s a tie. The presidents nominate judges, ambassadors and cabinet, which are then appointed by the senate. It also has the power to hold an impeachment trial.

A brief history of the American house of representatives

It was intended to serve as a forum for persistent, everyday concerns. Its representation is proportional to the number of the populace (roughly 600000). The representatives serve two-year terms, this is because they’re directly accountable to the people and responsive to popular opinion. It has 435 members and is headed by a speaker wo also happens to be an elected member. Articles of impeachment are drawn here and all revenue bills originate in the house.

Similarities in electoral campaigns of senators and house of representatives and nominations.

American elections are dominated by two political parties, either republican or democrat. They have dominated the process for so long that even those who consider to be independent, vote for either since they know what each party and candidate stands for. One of the main similarities is that each candidate to get recommended by the party, must go through the party primaries and get endorsed by the membership, through voting or caucuses. This might seem fair but it does give advantage to the incumbents who already happen to have an established track record. Thus, its not hidden that a large percentage of incumbents are reelected in certain instances over 90 percent. This has led to people to question party democracy and expose the weaknesses in it. The only difference when it comes to the republicans and democrats is the nominating process. Who may vote, who is going to run, the role which party organizations play, the level of competition and what it’s going to take to win the nomination.

Once a candidate has support from the party, they need party organizations to assist them to raise money and win in close races. In close races, the party organizations also play critical roles by assuring that supporters largely turn out to vote (Maisel & Louis,2007, p90). Party structures a more than helpful especially to newcomers. Because of political parties’ desire to dominate the houses, they’re more willing to invest resources on candidates. They’re also expected to support party policies at local and national levels.

Both set of candidates are using social media as a platform for campaigning. Most people are getting their news on social media. U.S senator Elizabeth Warren was on her Instagram account and she used it to chat with supports live, who made contributions to her campaign. In a race where lobbying in Congress is the order of the day. This is giving hope to newcomers in politics, who give their ideas to the populace and if they agree they win their support. In the age of Wokeness social media is reaching out to those who feel left out and marginalized in the political space, thus leading to a feeling of inclusivity in the political space. Like a double-edged sword, social media as a platform has also been used to promote candidates who have unquestionable reputation. It has also been to eliminate candidates by spreading gossip and propaganda. We have also seen instances where candidates are using influencers who have large numbers of followers for campaigning. One candidate meeting with several influencers can meet thousand and millions of people, a simple as uploading a video or photo.

Habits are easy to make and hard to break, there’s a deep-rooted culture in American politics of holding town hall meetings. With the introduction of liberalism as form of democracy and emergence of mass media politicians were able to communicate with the masses and hence facilitate building of mass democracies (Eric Louw, 2010, p 60). The media rarely covers substantive policies and even if they do its very minimal. It’s up to the politicians to meet with the citizens to discuss impending regulations or legislation. Tis has been used as a campaign tool as politicians who listen to their constituents tend to keep on holding office. This was more than evident during Obamacare; most Republicans didn’t want it enacted. Those who voted for it became casualties in the following party primaries.

Both set if politicians have used religion as a foundation for their campaigns. Americans at the grassroots will support the clergy when it comes to issues concerning race, poverty, immigration, war, and criminal justice (R. Khari Brown et al., 2021, p 108). Religious organizations have every right and moral authority to politically engage schemes of authority that oppress and deny civil and human rights. This aligns well with politicians and their ideologies, even if it doesn’t align it gives the politician a head start towards the race for office. Hence in this modern age religion is as relevant as it has been before.

Just as there are similarities there are also differences in nomination and campaigns for senators and house representatives.

One major difference in how house of representative campaign in a different way than senators is by gerrymandering. Gerrymandering is the process by which one manipulates electro boundaries so as to create unfair advantage rivals. It was set forth in the supreme court ruling of 1962, in which it stated that a significant change in population had diminished the weight of votes in populous districts hence a violation of equal protection clause of fourteenth amendment. This is usually done after every ten years because representation is by number of voters in each district. When it comes to redrawing their own district boundaries, legislators might favor individual incumbent protection, but then again, they can also try to progress the fortunes of their own party or even attempt partisan complicity to guard institutional stability (Stephen K, 2021, p15). Politicians have consistently used this to their favor and it has been a factor that has brought about marginalization and alienation of people politicians don’t want in their districts.

Elections are demanding in terms of time and resources, one of the main resources is money. It’s estimated that a member of congress spends on average 20 to 30 hours per week fundraising. This is time spent away from attending to constituents. Some call it corruption in money influencing politics. Senators tend to spend more members of the lower house, since their geographical area is bigger and their terms are much longer hence, they can raise more money. In Washington there are all sorts of industry lobbyist who want to shape policies in their favor. It is estimated on average 23 lobbyist for each and every congressman. The Centre for Open Secret Society estimated that in 2018 elections, senators spent an average of 15.7 million dollars while the lower house candidate spent 2 million dollars. That is a massive difference as candidates must raise money to show their breadth and support.

Another major difference is the strategies used by candidates running for different offices. A district is less diverse than a state. With the vast increase in media power and societies becoming ever more complex, this is leading candidates to come up with new strategies and hire teams to focus on different roles. Members of the lower house haven’t been adversely affected since their areas aren’t as large. However, candidates have been compelled to intensify the amount and quality of services they deliver within poor and racial minority neighborhoods. Since their votes count more than ever. In situations where volunteers were needed now you have employees. Candidates are resulting to hiring research companies so as to give then an edge. There has also been the rise of political communication experts, who shape the behaviors and attitudes of the candidate. They have been used to create negativity from the electorate toward the competing candidate(s).

**Conclusion**

The American electro system has gone through various changes and adjustments ever since its inception in the 18th century to modern-day. These developments were meant in good faith and has led many countries to copy the American model of governance, it has also led the US to be considered as a role model for democracy. There is a heated debate about politicians campaign spending and other resources at their disposal, that tend to give unfair advantage to incumbents hence it’s becoming harder to change the status quo. This has led to the two major political parties and its leadership inability to adapt quickly to change, as there seen to respond more to campaign donors than to the electorate. It has also led to cracks emerging on American democracy and claims that its flawed. Confidence in elected leaders is at all time low, only time will tell.

**References**

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