

Framing the Race in South Africa

The Political Origins of Racial-Census Elections

KAREN E. FERREE

University of California, San Diego



CAMBRIDGE
UNIVERSITY PRESS

Contents

<i>List of Tables</i>	<i>page x</i>
<i>Acknowledgments</i>	<i>xiii</i>
1 Introduction	i
2 Voters	32
3 The 1994 Campaigns	65
4 The 1999 Campaigns	82
5 The 2004 Campaigns	107
6 Can a Leopard Change Its Spots? Candidate Demographics and Party Label Change	141
7 Why So Slow? The Political Challenges of Candidate Transformation for Opposition Parties	163
8 Negative Framing Strategies and African Opposition Parties	193
9 Conclusion: South Africa in Comparative Perspective	222
<i>References</i>	<i>243</i>
<i>Index</i>	<i>263</i>