

## Campaign Posters for Alliance 90/The Greens and the PDS (August 10, 1998)

### Abstract

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In the new federal states in the East, the PDS tried to cast off the stigma of being the successor party to the Socialist Unity Party [*Sozialistische Einheitspartei Deutschlands* or SED], and it sought to establish itself as a legitimate democratic alternative on the left side of the political spectrum. For this reason, it was even willing to continue tolerating the SPD-led government in Saxony-Anhalt. Alliance 90/The Greens made a strong start in the election campaign, but their dogmatic election platform, which included plans to raise gasoline prices to 5 Deutschmarks a liter (“eco-tax”) and to impose a speed limit of 100 kilometers per hour on the Autobahn, turned many voters off. They responded with a revised platform that no longer mentioned the unpopular proposed measures. Additionally, in the critical phase of the election, Alliance 90/The Greens focused on the popularity of Joschka Fischer, the best-known Green politician (shown on bottom poster). The poster reads: “New Majorities. Only with us!” The top poster, an advertisement for the PDS, reads: “It’s our country, too. More to the left, more about women.”

### Source

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Source: REGIERUNGonline

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