Essay title: Has ideological convergence occurred in contemporary British politics? Assessing the extent of Cameron’s Conservatives’ accommodation with New Labour’s Third Way.

Focus on the notion of ‘no rights without responsibilities’ was maintained throughout New Labour’s time in office, and advocates of ideological convergence have highlighted supposed Conservative engagement with this value. Just as New Labour began to emphasise the importance of individual responsibility, the Conservative Party ventured from traditional territory by articulating the importance of citizen rights bestowed by the state. As Driver (2009, p.92) highlights, Blair announced a tough stance on crime and its social causes, and Cameron mirrored this by articulating the necessity of rehabilitating criminals and ameliorating the societal causes of criminal activity, emphasising the need to focus on the ‘context’ behind crime (Cameron, 2008b). Continuity regarding rights and responsibilities is also evident between New Labour welfare programmes and welfare reform under the Conservative-led coalition. Prabhakar argues that convergence can be seen between the two parties as the coalition’s Universal Credit scheme extends New Labour’s emphasis on “work as the best route out of poverty”, and reinforces that citizens have a duty to take up paid employment (2011, p.32). Universal Credit thus continues New Labour’s ‘responsibility’ narrative, by accentuating what individuals “are capable of doing rather than highlighting the ways in which they are incapable of working” (Prabhakar, 2011, p.32).
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In the last sentence the student shows the significance of the evidence they have just discussed. The ending could have been made stronger if they had also shown the significance of the paragraph to their overall argument or linked to the next paragraph.