

### **Important Items about Nominations, Campaigns and Elections**

You need to begin familiarizing yourself with these terms. You will be having an identification quiz at the halfway point of the Unit. Remember, the quiz has no word bank, you must know these terms.

<b><u>Chapter 9</u></b>	<b><u>Chapter 10</u></b>
Campaign strategy	Civic duty
Caucus	Electoral college
Direct mail	Initiative petition
Federal Election Campaign Act	Legitimacy
Federal Election Commission	Mandate theory of elections
Frontloading	Motor Voter Act (1993)
McGovern-Fraser Commission	Policy voting
National party convention	Political efficacy
National primaries	Referendum
Nomination	Retrospective voting
Party platform	Suffrage
Political Action Committee	Voter registration
Presidential primaries	
Regional primaries	
Selective perception	
Soft money	
Superdelegates	

# NOMINATIONS, CAMPAIGNS AND ELECTIONS

## Learning Objectives (you should be able to answer these by the time we finish the Unit)

### **Chapter 9: Nominations and Campaigns**

1. Review the two types of campaigns in American politics-*nomination* campaigns and *election* campaigns.
2. Describe the role of *campaign strategy* in winning a nomination to elective office.
3. Identify the general characteristics of presidential candidates.
4. Describe and evaluate the *caucus* and *primary* methods of delegate selection
5. Contrast the American primary system of nomination with those of other nations, such as Gr. Britain.
6. Trace the historical evolution of national party conventions as nominating vehicles for pres. candidates.
7. Consider ways that high-tech campaigning has changed the nature of American politics.
8. Identify the key actions that candidates must accomplish in order to effectively organize their campaigns.
9. Examine the growth of PACs and their impact on modern campaigning.
10. Assess the crucial role of money and technology in American campaign organizations.
11. Analyze the role the media play in influencing the style and substance of presidential campaigns.
12. Discuss the three effects that campaigns have on voters: *reinforcement*, *activation* and *conversion*.
13. Evaluate whether the “openness” of the American style of campaigning leads to a more democratic system or a less democratic system of government.
14. Assess whether or not American presidential elections lead to an increased scope of government.

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### **Chapter 10: Elections and Voting Behavior**

15. Explain how elections provide regular access to political power and how the process is related to the level of political *legitimacy*.
16. Describe procedures that permit voters to enact legislation directly, such as the initiative, petition and referendum.
17. Trace the historical evolution of the American style of campaigning from 1800-200.
18. Identify the characteristics of voters and nonvoters.
19. Explore the reasons why voter turnout has declined as the right to vote was extended to new groups.
20. Ascertain the role that voter registration procedures and requirements have played in structuring voter turnout.
21. Compare voter turnout in the U.S. with that of other democracies.
22. Determine how *policy differences* and *civic duty* affect a person's decision to vote or not to vote.
23. Explain why *party identification* is crucial for many voters and review the decline of party affiliation since the 1950s.
24. Identify the conditions that must be present for true *policy voting* to occur.
25. Outline the procedures of the Electoral College and compare the present system with the process that was envisioned by the framers of the Constitution.
26. Understand the tasks that elections accomplish, according to democratic theory.
27. Establish how elections may affect public policy and how public policy may affect elections.
28. Analyze how elections influence the scope of government in a democracy.