

Unit 4 (Chapter 8): Elections and Campaigns

Reading Questions

1. The book discusses some of the differences between politics in earlier years and today. Make a list of those differences. Include the conclusions about the effect of ads in campaigns and the use of polls today.
2. How do American elections and those other countries differ?
3. List the ways in which presidential and congressional campaigns differ.
4. What are the key elements to an election campaign?

What strategic decisions must a candidate make?

5. What is involved in getting elected to Congress?

Define malapportionment.

Define gerrymandering.

6. Why do incumbents have an advantage in elections?

7. What are the differences between running in the primaries and the general campaign? Give examples.

8. How is running in a caucus or a primary different from running in the general election?

9. After reading “Stormy Weather,” summarize why the NH primary is so influential and what is crucial to success in the state.

10. After reading “My Vote Means Nothing,” summarize Greenberg’s arguments as to how the primary system has impacted elections.

11. Define position issue.

Define valence issue.

Give a couple of examples from contemporary politics of position and valence issues.

12. What are the differences among open, closed, and blanket primaries (define all three)?

13. What has been the effect of TV on campaigns? List as many effects as you can.

14. What was in the Federal Election Campaign Act that was passed after Watergate?

What were the consequences of that law?

What are independent expenditure?

What is soft money?

15. What changes did the the Bipartisan Campaign Finance Reform Act of 2002 (BCRA) make in how campaigns could be financed?

16. What were the consequences of BCRA?

What are 527s are and the role that they play in elections?

17. What does the book say are the three factors that determine peacetime presidential elections?

Which group normally decides elections?

How do the economy and character affect elections?

What other factors play a role?

18. What factors does the book list that people think have an impact on elections, but really don't?

19. What does the book say about the effect of money in presidential elections vs. congressional elections?

Explain the connection between elections and incumbency.

20. What are the three reasons that the book gives for why party identification doesn't determine who wins elections?

21. What are the differences between retrospective and prospective voting?

What effect does such voting have on elections?

22. How can campaigns make a difference in elections?

23. Which demographic groups make up the coalitions for both parties?

Which of those groups are the most loyal to their respective parties?

24. What is party realignment?

Why was the election of 1896 considered a realignment?

Why was the election of 1932 considered a realignment?

25. Why do elections have so little impact on public policy?

On your own, separate piece of paper, HANDWRITTEN, not typed, provide the definition/significance of each of the terms. These terms are due on test day. It is OKAY to divide and conquer as long as you hand write the work.

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| 1. coattails | 11. Open, closed, and blanket primaries | 21. “front-loading” |
| 2. PAC or political action committee | 12. Franking privilege | 22. “Winner-take-all” primaries |
| 3. federal matching funds | 13. clothespin vote | 23. Super Tuesday |
| 4. caucus (esp. Iowa caucus) | 14. position and valence issues | 24. <i>Bush v. Gore</i> (2000) |
| 5. primary | 15. Federal Election Campaign Act (1974) | 25. Opposition Research |
| 6. General election | 16. Federal Election Commission (FEC) | 26. <i>McConnell v. FEC</i> (2003) |
| 7. Malapportionment | 17. <i>Buckley v. Valeo</i> (1976) | 27. 527s |
| 8. Reapportionment | 18. Hard and soft money | 28. <i>Citizens United v. FEC</i> (2010) |
| 9. gerrymandering | 19. Bipartisan Campaign Reform Act (2002) | 29. Single-member districts |
| 10. Sophomore surge | 20. prospective and retrospective voting | 30. incumbent |