

Elections and Campaigns

American Government - Chapter 8

Define the following terms:

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|-------------------------------|-------------------------------------|
| 1. incumbent | 10. closed primary |
| 2. off years | 11. open primary |
| 3. coattails | 12. blanket primary |
| 4. political action committee | 13. runoff primary |
| 5. clothespin vote | 14. presidential primary |
| 6. position issue | 15. binding presidential preference |
| 7. valence issues | 16. spot |
| 8. general election | 17. visual |
| 9. primary election | 18. The List |

Answer the following questions:

1. What are the two crucial phases of getting elected to an office?
2. What percentage of incumbent MCs (Members of Congress) are typically reelected?
3. What consequence does the lower turnout in off-year elections have on candidates?
4. What things can MCs do for their constituents that a POTUS (President of the United States) cannot?
5. Who has an easier time ducking responsibility, a MC or a POTUS?
6. What has happened to the value of presidential coattails over time?
7. What are some ways to get mentioned as being of presidential caliber?
8. What is the maximum amount of money a single person can give to a candidate?

9. What are the requirements to qualify for federal matching funds for a primary campaign?
10. What are the staff positions that you will have to fill if you are running for president?
11. What is meant by the tone of the campaign?
12. What is meant by the theme of the campaign?
13. What is meant by the timing of the campaign?
14. What is meant by the target of the campaign? [“When hunting ducks, go where the ducks are.” – Ronald Reagan]
15. How does the strategy in a primary have to differ from the strategy in the general election?
16. Why do convention nominees typically try to “move to the center” in a general election?
17. Why have “valence issues” become more important recently?
18. What are the two ways to use television?
19. What do studies show about the effects of television’s influence on voting decisions?
20. How do presidential campaigns attempt to create “visuals?”
21. What do studies show about how spots compare with news programs in providing information?
22. Why do presidential candidates tend to rely on tested stump speeches?
23. What is the chief consequence of the new style of campaigning?
24. What is the rule for distributing federal “matching funds” to presidential candidates?
25. Where do congressional candidates get most of their money?
26. To whom do PACs give most of their money?