

Political Parties, Media and Campaign Financing

**Essential Questions:**

- 1) Why are political polls used? What makes an effective political poll?
- 2) What are the Democratic and Republican stances on major issues?
- 3) What caused the switch in the Constituencies of the Republican and Democratic parties? What larger lessons can be learned from this switch?
- 4) Why do third parties run in political elections if they know they cannot win?
- 5) What are the main factors that influence voter turnout and voter choice?
- 6) How are political parties organized at the local, state and national levels?
- 7) Why was the Electoral College instituted? What are the advantages and disadvantages of the Electoral College?
- 8) What are various roles and responsibilities of the media?
- 9) How do campaign financing, interest groups, and lobbyists impact the political process?
- 10) What influence does money have in the political process?

**ID Terms:**

Each term will serve as an excellent study tools for our test. For each ID term, make sure you are able to explain why it is *politically significant*.

<b>ID Terms</b>	
Melting Pot	Plurality Elections
"Equality"	Majority Elections
Efficacy	Proportional elections
Citizen	Winner-take-all
Liberal	Electoral College
Moderate	Electors
Conservative	Interest Groups (Types of interest groups/which interest groups vote for which parties)
Morals v Ethics	Lobbying
Random Sample	"Astroturf"
Demographics	Watergate
Straw Poll	<i>Citizens United v. FEC</i>
Exit Poll	McCain-Feingold law
Political parties	Campaign financing
Political Platform	Public financing
Political Socialization	PAC
One party system	501s
Multi-party system	527s
Two-Party System	Super PACs
Third Parties (Reform, Green, Libertarian)	Soft Money vs Hard Money
Bull-Moose Party	FEC
American Independent Party	Media (watchdog, agenda setter, gatekeeper, business, bias, propaganda)
Theodore Roosevelt	
Rose Perot	
George Wallace	
Democrat vs. Republican	
Liberal vs. Conservative	