**AP United States Government Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Chapter 9 Study Guide – Nominations and Campaigns**

**Vocabulary:** On index cards, define the following terms.

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| 1. Nomination
2. Campaign strategy
3. National party convention
4. Caucus
5. Presidential primaries
6. McGovern-Fraser Commission
7. Superdelegates
 | 1. Frontloading
2. National primary
3. Regional primaries
4. Party platform
5. Direct mail
6. Federal Election Campaign Act
7. Federal Election Commission
 | 1. Presidential Election Campaign Fund
2. Matching funds
3. Soft money
4. 527 groups
5. Political action committees
6. Selective perception
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**Questions:** Complete the following as you read chapter 9 in your textbook.

1. List the three elements needed for success in the nomination game.
2. Draw a diagram depicting the pyramid of the typical state party caucus.
3. What reforms did the McGovern-Fraser Commission bring to the Democratic Party?
4. List five criticisms of the primary and caucus systems.
5. What are the primary functions of the national party conventions?
6. What are the two factors that determine media coverage of a campaign?
7. Using a rating system of strong, medium, and weak, rate campaign advertisements and campaign news coverage in terms of their attention to candidate image, issues, and the campaign itself.

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| --- | --- | --- |
|  | Campaign Advertisements | Campaign News Coverage |
| Image |  |  |
| Issues |  |  |
| Campaign |  |  |

1. List ten things candidates must do to effectively organize their campaigns.
2. What were the main features of the Federal Election Campaign Act of 1974?
3. What were the main provisions of the McCain-Feingold Act (2002)?
4. Present an argument that political action committees are essential to a successful campaign.
5. What are the three effects campaigns have on voters?
6. What three factors tend to weaken campaigns’ impacts on voters?
7. What is meant by the “permanent campaign”?
8. How might campaigns affect the scope of government?