

AP United States Government
Chapter 9 Study Guide – Nominations and Campaigns

Name: _____

Vocabulary: On index cards, define the following terms.

- | | | |
|-------------------------------|-----------------------------------|---|
| 1. Nomination | 8. Frontloading | 15. Presidential Election Campaign Fund |
| 2. Campaign strategy | 9. National primary | 16. Matching funds |
| 3. National party convention | 10. Regional primaries | 17. Soft money |
| 4. Caucus | 11. Party platform | 18. 527 groups |
| 5. Presidential primaries | 12. Direct mail | 19. Political action committees |
| 6. McGovern-Fraser Commission | 13. Federal Election Campaign Act | 20. Selective perception |
| 7. Superdelegates | 14. Federal Election Commission | |

Questions: Complete the following as you read chapter 9 in your textbook.

1. List the three elements needed for success in the nomination game.
 - a.
 - b.
 - c.

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.
 - a.
 - b.
 - c.
 - d.
 - e.

5. What are the primary functions of the national party conventions?

6. What are the two factors that determine media coverage of a campaign?

a.

b.

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.

	Campaign Advertisements	Campaign News Coverage
Image		
Issues		
Campaign		

8. List ten things candidates must do to effectively organize their campaigns.

a.

b.

c.

d.

e.

f.

g.

h.

i.

j.

9. What were the main features of the Federal Election Campaign Act of 1974?

a.

b.

c.

d.

e.

f.

10. What were the main provisions of the McCain-Feingold Act (2002)?

a.

b.

c.

11. Present an argument that political action committees are essential to a successful campaign.

12. What are the three effects campaigns have on voters?

a.

b.

c.

13. What three factors tend to weaken campaigns' impacts on voters?

a.

b.

c.

14. What is meant by the "permanent campaign"?

15. How might campaigns affect the scope of government?