

AP Government Nominations & Campaigns Study Guide

Name _____ Date _____

Part I. Chapter Outline

<u>Date Due</u>	<u>Assignment</u>
Thurs., Oct 1	1. Work day on Paper/Political Party Project
Fri., Oct 2	1. Work day on Paper/Political Party Project
Mon., Oct 5	1. Read p270-279 until "The Campaign Game" 2. Reading Questions 1-5 3. Terms 1-11
Tues., Oct 6	1. Read p279-283 2. Reading Questions 6-8 3. Term 12
Wed., Oct 7	1. Read p291-193 2. Reading Questions 9-15 3. Terms 13-20
Thurs., Oct 8	1. Read Woll #41 McConnell v. FEC & associated questions 2. Read Woll #42 Unfree Speech: The Future of Regulatory "Reform" & associated questions
Fri., Oct 9	1. Campaigns Test

Part II. Objectives

1. Explain the nomination process and the role of the national party conventions.
2. Discuss the role of campaign organizations and the importance of the media in campaigns.
3. Understand the role of money in campaigns, campaign finance reform, and the impact of political action committees.
4. Explain the impact of campaigns on voters.
5. Understand how campaigns affect democracy, public policy, and the scope of government.

Part III. Reading Questions

1. List the three elements needed for success in the nomination game.
2. Draw a diagram depicting the pyramid structure 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 system.
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.

AP Government Nominations & Campaigns Study Guide

	<u>Campaign Advertisements</u>	<u>Campaign News Coverage</u>
Image		
Issues		
Campaign		

8. List ten things candidates must do to effectively organize their campaigns.
9. What are the main features of the Federal Election Campaign Act of 1974 (six)?
10. What were the three main provisions of the McCain-Feingold Act (2002)?
11. Present an argument that political actions committees are essential to a successful campaign. (3 major points)
12. What are the three effects campaigns have on voters?
13. What three factors tend to weaken campaigns' impacts on voters?
14. What is meant by the "permanent campaign"?
15. How might campaigns affect the scope of government?

AP Government Nominations & Campaigns Study Guide

Part VI. Key Terms –

Identify & Describe

1. nomination –
2. campaign strategy –
3. national party convention –
4. caucus –
5. presidential primaries –
6. McGovern-Fraser Commission –
7. superdelegates –
8. frontloading –
9. national primary –
10. regional primaries –

AP Government Nominations & Campaigns Study Guide

11. party platform –

12. direct mail –

13. Federal Elections Campaign Act –

14. Federal Elections Commission (FEC) –

15. Presidential Election Campaign Fund –

16. matching funds –

17. soft money –

18. 527 groups –

19. political action committees (PAC) –

20. selective perception -