

CHAPTER 9

NOMINATIONS AND CAMPAIGNS

LEARNING OBJECTIVES

After studying Chapter 9, you should be able to:

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 the voters.
5. Understand how campaigns affect democracy, public policy, and the scope of government.

The following exercises will help you meet these objectives:

Objective 1: Explain the nomination process and the role of the national party conventions.

1. List the three elements needed for success in the nomination game.

1.

2.

3.

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.

1.

2.

3.

4.

5.

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

Objective 2: Discuss the role of campaign organizations and the importance of the media in campaigns.

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

1.

2.

2. 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		

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

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Objective 3: Understand the role of money in campaigns, campaign finance reform, and the impact of political action committees.

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

- 1.
- 2.

3.

4.

5.

6.

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

1.

2.

3.

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

Objective 4: Explain the impact of campaigns on the voters.

1. What are the three effects campaigns can have on voters?

1.

2.

3.

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

1.

2.

3.

Objective 5: Understand how campaigns affect democracy, public policy, and the scope of government.

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

2. How might campaigns affect the scope of government?