AP U.S. Government & Politics
Unit 4: Campaigns, Elections, and the Media
Study Guide

Overview

Political Beliefs and Behavior- 10-20%
- Nature, sources, and consequences of public opinion
- Role of voting in democratic systems
- Factors that influence political behavior

Political Parties, Interest Groups, and Mass Media- 10-20%
- Role of the media in the democratic process

Guiding questions
1. What factors shape voter behavior?
2. Assess efforts to reform campaign strategy and finance. What has provided the impetus for this movement?
3. What role does the media play in campaigns, elections, and policymaking?
4. Evaluate the concept of image and image development. How do candidates and public officials groom their image, and how does image impact elections?
5. Describe the relationship between candidates for office and the media.
6. How does the motivation and structure of media organizations influence the nature of news coverage in America?
7. How has the growth of the Internet changed media in America?
8. What have been the historical advantages and disadvantages of the Electoral College system?

Vocabulary
1. 527 group v. 501(c) group
2. battleground states (swing states)
3. campaign contributions
4. campaign strategy
5. caucus (state party) vs. primary
6. civic duty
7. closed primary vs. open primary
8. Electoral College
9. frontloading
10. horse-race journalism
11. independent expenditures
12. initiative
13. investigative journalism
14. invisible primary
15. legitimacy
16. mandate theory of elections
17. mass media
18. media chains
19. media event
20. narrowcasting
21. national party convention
22. nomination
23. PAC vs. Super PACs
24. plurality election
25. policy voting vs. retrospective voting
26. presidential primary vs. general election
27. press conferences
28. referendum
29. selective exposure vs. selective perception
30. single-member district
31. soft money vs. hard money
32. sound bites
33. superdelegates
34. trial balloons

Government actions
35. Buckley v. Valeo
36. Citizens United v. FEC
37. Federal Communication Commission (FCC)
38. Federal Election Campaign Act
39. Federal Election Commission
40. McGovern-Fraser Commission
41. Motor Voter Act

Readings from textbook Chapters 7 and 9
10/12 – pages 214-229
10/13 – pages 230-239
10/14 – pages 272-283
10/15 – pages 283-298
10/16 – pages 298-307
10/19 – no reading
10/20 – Vocabulary quiz

*This unit will be tested with Unit 5 (Tentative test date is Thursday, 10/29)