

**UNIT III STUDY GUIDE FOR CHAPTERS 6-10: Look at the terms at the end of each chapter and read the chapter overview first and then do the following**

I.) Review the material by

- a.) going over class notes/ work
- b.) making sure you know the vocabulary
- c.) reviewing homework that was reviewed

**II.) Know the basic party philosophies and their stances on CHEESIE**

**BASIC PHILOSOPHY**

**STANCES**

DEMOCRAT

REPUBLICAN (and tea sub group)

AMERICAN INDEPENDENT

PEACE & FREEDOM

GREEN

LIBERTARIAN

**III.) THINGS TO LOOK AT IN YOUR NOTES:**

A.) Know why the U.S. has a two party system:

- 1.) What are the main aspects that support the 2 party system in America?
- 2.) What types of minor parties are there?
- 3.) What are the functions of minor parties and why aren't their candidates

B.) What is the history of parties? Demographics?

C.) What kind of voters vote for Republicans? Democrats? Why?

D.) Why don't people vote in the U.S? How bad is the problem? On year vs. off year voting? Ballot Fatigue? Time Zone Fallout?

E.) Voter Behavior: what are some of the factors that influence voting (age, weather, political efficacy, etc.)

Sociological Factors:

Psychological Factors

#### IV.) **Special Interests/Campaign Finance**

A.) know what Special interest groups are

1.) purpose

2.) examples?

B.) PACS v Superpacs

1.) What are they? Why have they grown since the 1970s?

2.) How are they restricted? Loopholes to campaign finance? (soft money, issue ads, etc.)

3.) Solutions: "let the money flow", "lower limits" , etc (pros and cons!)

5.) What is the FEC? Why is it toothless?

#### V.) **Mass Media**

A.) What is public opinion?

B.) What's the history of mass media? Why is it considered the 4th branch of government?

C.) What are the different roles of the media?

1.

2.

3.

4.

D.) What is the media's impact on politics? Public Agenda? Electoral politics?

D.) Which branch gets the most media coverage? Why?

E.) What is the issue concerning media conglomeration about?

F.) What is the media's role in the presidential election process?

a.) What is the difference between coverage of the incumbent and the challenger?

G.) What is the fairness doctrine?

H.) What is = time?

I.) What is common criticism of the media?

VI.) Ad (propaganda) techniques!!!! There will be a video ad and you must identify the propaganda technique and type of commercial. Know each:

- a) What are the types of propaganda used in ads?
- b) What are the types of political ads used and what are their strengths and weaknesses?