

KEY TERMS AND CONCEPTS FOR STUDY: NUMBER THREE

GENERAL

Linkage institutions

Characteristics of each linkage institution

Compare/contrast linkage institutions

CHAPTER SIX

Interest group

Free rider problem

Lobbying

Political Action Committee (PAC)

Types of interest groups

Direct lobbying techniques

Indirect lobbying techniques

The “revolving door”

CHAPTER SEVEN

Political party

What parties do as linkage institutions

History of U.S. political parties

Party in the electorate

Party organization

Party in government

Realignment

National convention

Majority party

Minority party

Two-party system

Winner-take-all elections

Third party

Types of third parties

Why third parties seldom win

MOVEMENT POLITICS

Movement politics

Examples of movements in U.S. history

CHAPTER EIGHT

Public opinion

Political socialization

Agents of political socialization

Public opinion poll

Population and sample

Random sample

Biased sample

Straw poll

Push poll

Exit poll

How to evaluate a public opinion poll

Voter turnout

Trends in voter turnout

What types of people are more likely to vote

Poll tax

Literacy test

Role of ideology in voting

CHAPTER NINE

Campaign strategy

Primary election

General election

Caucus

Closed primary

Open primary

Front-loading

Nominating convention

Nomination

Delegate

How the Electoral College works

Electoral

History of campaign reform efforts

Paul Wellstone campaign

Analysis of campaign literature

527s

SuperPAC

CHAPTER TEN

Mass media

Electronic media

Print media

A citizen's first voting choice

Agenda setting

Photo op

Sound bite

Spin

Presidential debates

Issue ad

Negative political advertising

Personal attack ad

Why attack ads work

New media

Citizen journalism

Differences among media for campaign purposes

Types of media bias