POL 215, POLITICAL PARTIES AND ELECTIONS, FALL 2012

**SECOND EXAM STUDY GUIDE**

**GENERAL OVERVIEW**: The exam is scheduled for **Friday, November 9**. Once again, to give everyone a little more time, **we will begin the exam at 10:15 am and end promptly at 11:25 am**. Blue books will be provided. Cheating in any form will result in a grade of 0 for anyone involved. Please write legibly in pen (not red).

**ACCOMMODATIONS:** Anyone who requires a specific accommodation for taking this exam should talk to me about this as soon as possible.

**READINGS COVERED**: selected material from **October 8 through November 5**:

* Hershey chapters 8 and 9
* Wayne chapters 4, 5, 6, 7, 8, 9
* Nelson chapters 1, 2, 3, 5, 6, 7, 9
* material from election summaries will be covered on the FINAL exam
* November 7 class will be focused on 2012 election results and interpretation; no material from this class period will be specifically covered on this exam

**SCORING**

Part I - 11 multiple choice questions, 2 points each = 22 points

Part II - 6 answers (choice of 10), 8 points each = 48 points

Part III - 1 essay (choice of 3) = 30 points

**TOTAL = 100 points**

**PARTS I AND II**: The multiple choice and paragraph identification sections will cover concepts and terms listed below. **No other concepts/terms besides those on the list below will be covered in the first two sections of the exam.**

Part I is multiple choice - choose wisely (there is only one right answer for each).

In Part II, the paragraph ID section, you should **a) define or explain the concept/term, and b) discuss its significance for political parties and elections**. Answers will be graded at roughly 6 points for the definition/explanation and roughly 2 points for significance. Choose **only 6 items to answer**; if you answer more than 6, only the first 6 will be graded.

**Hershey chapter 8 terms**

voter mobilization, GOTV

19th Amendment

legal barriers to voting

Voting Rights Act (1965) and how it addressed discrimination against African Americans

majority-minority districts

Election Day Registration

why voter ID has become so widespread and controversial

reasons given why people do not vote

what parties do to mobilize voters

how voter turnout challenges the political parties

**Hershey chapter 9 terms**

direct primary

closed primary (fully closed, semiclosed or semiopen)

open primary

blanket primary

“top two” or nonpartisan primary

crossing over and raiding

runoff elections

why parties dislike primaries

divisive primary

ways that parties try to influence who gets nominated (persuasion/recruitment, party endorsements, tangible support)

concerns about the primary system (mainly low voter turnout)

impact of the direct primary

### Wayne chapter 4 terms

### why Democrats changed delegate selection rules after 1968, details of rules changes

### why Democrats changed rules again from 1980 onward, details of new rules changes

### differences between Republican and Democratic nomination rules

### open primaries, blanket primaries, crossover voting

### difference between a primary and a caucus

### “window” for primary and caucus scheduling

### threshold for receiving delegates

### superdelegates, or PLEOs or add-ons, role in Democratic nomination process

### how winner-take-all primaries affect the Republican nomination race

### why the Supreme Court has allowed parties to establish their own rules

### impact of rules changes on voter turnout

### impact of rules changes on representativeness of convention delegates

### impact of rules changes on strength of state party leaders

### Wayne chapter 5 terms

eight basic strategic guidelines (134-146) including some examples of candidates who did well or poorly within each guideline

within these eight strategic guidelines – the role played by Iowa and New Hampshire, invisible primary, importance of free media, use of focus groups, bandwagon effect

front-runner strategies and examples (GW Bush 2004, Kerry 2004, H. Clinton 2008)

non-front-runner strategy and examples (Carter 1976, Dean 2004, Obama 2008, McCain 2000 versus 2008, Romney 2008)

pulpit candidates

what John McCain learned from 2000 race that helped in 2008

**Wayne chapter 6 terms**

areas of focus for the party nominees in this ‘interregnum’ noncompetitive phase – repairing damage from primary phase, repositioning and reprioritizing issues, healing partisan discord, planning convention and choosing vice presidential nominee

typical four-night convention schedule

factors affecting choice of vice presidential nominee

importance of party platform drafting

news media coverage of conventions today, compared with the past

convention “bounce,” examples of large and small bounces in past elections

controversies about nominee characteristics

**Wayne chapter 7 terms**

front-porch campaigning

whistle-stop campaigning

why presidential candidates began campaigning actively from 1920 onward

ways that television changed presidential campaigning

basic structure of campaign staffs

why Republican candidates have favored hierarchical models of campaign organization (and examples of this approach)

why Democratic candidates have favored looser organizational structures (and examples of this approach)

how campaign organization reflects governance style and transitions to governing

key strategic objectives – designing a basic appeal (partisan images, policy positions & priorities) and examples of appeals that work better/worse for Democrats, Republicans; creating a leadership image, with examples of successful/unsuccessful image creation; accentuating positives, highlighting negatives

dealing with incumbency, advantages and disadvantages of incumbency

building a winning geographic coalition, major trends of state/regional support for one party or the other (the base); key tactics of Bush and Kerry in 2004

methods of communicating a campaign’s message

event planning

**Wayne chapter 8 terms**

horse race journalism (and problems with it)

why the tone of election coverage tends to be negative, and more negative toward incumbents

story line

likely loser scenario

bandwagon scenario

front runner losing ground scenario

selective perception

agenda setting

perceptions of media bias

talk-entertainment or soft news, and why it has become more important in recent campaigns

Commission on Presidential Debates, reasons to exclude third party candidates

candidate strategies and tactics in debates

impact of debates on electoral support

goals of positive campaign advertisements

Ashley ad

goals of negative campaign ads

uses of emotive content

targeting

newsworthiness

timing and sequencing

impact of advertising on turnout and voting behavior

**Wayne chapter 9 terms**

economic predictors of election outcomes

political variables that predict election outcomes

relationship between incumbent job approval and reelection

problems with polling in the 1930s and 1940s

exit polls, problems with making them accurate

controversies over TV projections of election winners

why personality explains election outcomes in 1952, 1956

why issues take center stage in elections from 1960 through 1972

why performance is the dominant factor from 1976 through 1996

key factors affecting the outcome in 2000, 2004 and 2008

why mandates are imprecise

factors relating to Bush’s mandate (or lack of mandate) in 2004 and Obama’s mandate (or lack thereof) to reform health care

performance expectations, examples of presidents meeting or not meeting expectations

**Nelson chapter 1 (Nelson) terms**

constitutional qualifications for the presidency

reasons why the Constitution includes qualifications for the presidency and other offices

four ways that ‘barriers’ to being president were broken from 1960 through 2008

career backgrounds of previous presidents, reasons why particular careers help establish a candidate’s presidential credentials

how religion affected Romney in 2008

why Giuliani could not maintain his initial advantage in the Republican field

how age influenced voters’ views of McCain

shifts in African American support for the Democratic candidates

Hillary Clinton’s gender-based strategic choices

why Obama’s campaign early on sought to attract white voters in order to attract black voters

why Obama won the Democratic nomination

**Nelson chapter 2 (Burden) terms**

unique features of the 2008 elections

rules reforms that affected 2008 nomination race

front loading

invisible primary

controversy over timing of Florida and Michigan primaries

Super Tuesday

key players in the Republican nomination battle, their strengths and weaknesses (Giuliani, McCain, Romney, Huckabee, Fred Thompson)

why no Republican front runner emerged

Giuliani’s poor strategic choices

reasons why Huckabee and then McCain started to win primaries

why McCain won the nomination

key players in the Democratic nomination battle, their strengths and weaknesses (Clinton, Obama, Edwards)

why Iowa results were so important

Clinton comeback win in New Hampshire

Super Tuesday outcome for Democrats

why Obama began to pull ahead but not enough to finish off Clinton for months

role of superdelegates in determining Democratic nomination outcome

Jeremiah Wright controversy, Obama’s handling of it

why Obama won the nomination

changed understanding of “momentum” due to 2008

advantages of a long nomination season

tensions between states and national party organizations

**Nelson chapter 3 (Pomper) terms**

reasons why Obama’s mandate could be considered “decisive” (46)

increases in turnout, specific groups that increased turnout

new geographic patterns in Electoral College

key demographic trends in 2008 voting (Tables 3-2 and 3-3)

contrasts between the nominees

positives and negatives of the Palin nomination

role of the September economic collapse in determining the election outcome, different responses of the candidates

impact of the debates

strengths and innovations of Obama campaign

problems with organization and message of McCain campaign

importance of issues and traits to voter behavior (Table 3-7)

**Nelson chapter 5 (Jacobson) terms**

how the “Bush legacy” affected 2008 congressional voting

why more Republican members chose not to run for reelection in 2008

Democratic success in attracting high quality candidates

resource advantages enjoyed by Democratic Party campaign committees over Republicans, and ways Democrats used their resources more effectively

overall effects of economic crisis on election results

Republican structural advantage in House elections, how Democrats can overcome this advantage

why Obama had short coattails (if any)

**Nelson chapter 6 (Hershey) terms**

mainstream media’s major themes in coverage of McCain, Obama (124-130)

ways that race was discussed in 2008 campaign coverage

Republican charges that media was biased toward Obama

amount of media coverage received by Obama, McCain

positive and negative tone of media coverage

citizen perceptions of biased media coverage

why the media worked harder at fact checking in 2008

types of new media utilized in 2008

ways that Obama campaign used new media far more often, more effectively than McCain campaign

**Nelson chapter 7 (Mellow) terms**

“the emerging Republican majority” concept of the late 1960s

the “emerging Democratic majority” concept of the early 2000s

ties between economic standing and 2008 voter behavior

advances of Obama/Democrats into “red states” in 2008

voting patterns of high-income Americans and Americans with advanced degrees

importance of Latino vote

trends favoring the Democrats

**Nelson chapter 9 (Mayhew) terms**

evidence for the idea that U.S. presidential election results are essentially balanced between the two major parties

2008 as an equilibrating election

“crushed by the crash”

how Obama 2008 compares to Kennedy 1960 (race v. religion in Figure 9-1)

the role of luck in the 2008 election

**PART III (ESSAY)**

You will write one essay, from a selection of three questions. The questions will be based on the themes given below, and will be more specifically focused than these themes. My ideas for framing the specific essay questions also arise from class discussion question handouts and discussions. Focusing your studying on the handouts and themes discussed in class will assist you in answering the essay question.

Essay answers should be roughly 4-5 paragraphs (about 2 blue book pages). Writing quality is not an important factor, but these factors are important:

- correct information (be accurate, know your facts)

- relevant information (answer the question asked, not some variation of your choosing)

- evidence or examples to support your answer (show what you’ve learned and how it pertains)

- a logical structure (have a theme or thesis, organize the essay coherently)

### THEME(S?) FOR ESSAY QUESTIONS

The 2008 general election campaign (Obama-Biden vs. McCain-Palin) will be the focus of **all three essay questions**. Be prepared to analyze the candidates’ strategies, media coverage of the campaign, voter turnout, key voting behavior trends, and Electoral College results and trends. Campaign strategies in **all phases** of the campaign – nomination race (both major parties), post-primary, and general election – may be covered. To best prepare for these essay questions, consider the material in Wayne and Nelson **together**. Wayne gives the big picture – how campaigns are organized and conducted – with an historical perspective and many examples from 2008. Nelson’s book takes a more focused look at several aspects of the 2008 race. Hershey chapter 8 might be useful, too, for an essay on voter turnout in 2008.