

Voting and Elections

Lesson 3 *Campaigns and Financing*

Review Questions

A. Main Idea

1. campaign manager
2. media, polls
3. field workers
4. Advertising, propaganda
5. television
6. Social media

B. Main Idea

1. speech, First
2. corruption
3. Federal Election Commission
4. limit, spend
5. hard money, FECA
6. soft money, independent, coordinating

Summary and Reflection

Finances are essential to a successful campaign in this day and age. Finances are necessary to pay staff members and for opinion polls, campaign materials, rallies, and travel. However, one of the largest expenditures for election campaigns is advertising, particularly television advertising. All types of advertising are designed to influence voters, but campaign advertising moves beyond informing voters on a candidate's position on issues. Much of the advertising today is propaganda, focused more on influencing opinion than presenting facts. Advertising through the Internet and social media is designed to target and influence people based on their Internet history.