

A spiral-bound notebook with a cream-colored page. The spiral binding is on the left side. A horizontal line is drawn across the page, and the title "Voting and Elections" is centered below it.

Voting and Elections

General Elections

- **Voters have a chance to vote in two kinds of elections: primary and general**
- **In a Primary election, voters nominate candidates from their political party**
- **In a General election, voters make final decisions on candidates. Voters may vote outside their political party**

General Elections

- **A general election may also offer citizens a chance to play a more direct part in government through the use of initiatives, referendums, and recalls**

Basics of Voting

- **Requirements of voting are the following**
- **18 years of age**
- **Citizen of the United States**
- **Resident of the state in which you will vote**
- **Prison inmates and the mentally incompetent are not allowed to vote**

Registration

- **Registration was introduced in the late 1800's to stop voter fraud**
- **In a few states, voters are allowed to register at the polling place where they go to vote**
- **In most states, however you must register several weeks ahead of time**

When and Where

- **An act of Congress set the Tuesday after the first Monday in November as the day for federal and presidential elections**
- **State elections also take place on the same day**
- **Primary elections may take place at any time during the year, but most are set for the spring**
- **Places where people vote are called polling places**

Becoming Informed

- **Public service organizations with no ties to political parties often put out excellent information**
- **Newspapers can write stories on a candidates records, backgrounds, and stands on issues**

Becoming Informed

- **Candidates can also debate each other**
- **Sometimes people don't participate because they feel their vote does not count**
- **Even if your candidate does not win, the ballot box announces where you stand on issues and the type of candidate you wish to see in office.**

How Candidates Try to Influence

- **Candidates have various ways of informing the public**
- **The simplest is posters, bumper stickers, and leaflets**
- **Personal appearances, direct mail, and today phone calls are used**

Advertisements in the Media

- **The media is television, radio, newspapers, magazines, and today the internet**
- **The media can be very expensive, and not all candidates have the same financial resources**



Messages from Interest Groups

- **Interest groups put out direct mail and media ads.**
- **Interest groups want to help elect candidates**
- **Interest groups can achieve their goals 2 different ways:**
 - **They endorse or lend their support**
 - **Give money to campaigns**

Interest Groups

- **The largest interest groups have political action committees (PAC's)**
- **Federal law limits the amount that PAC's may give a candidates, however there are few rules for how much PAC's can spend on running their own campaigns**

Propaganda Techniques

- **When an election campaign is underway candidates wish to influence voters through propaganda.**
- **Propaganda tells only one side of the story, distort truth, or appeal to a voter's feelings**
- **There are 6 types of propaganda**

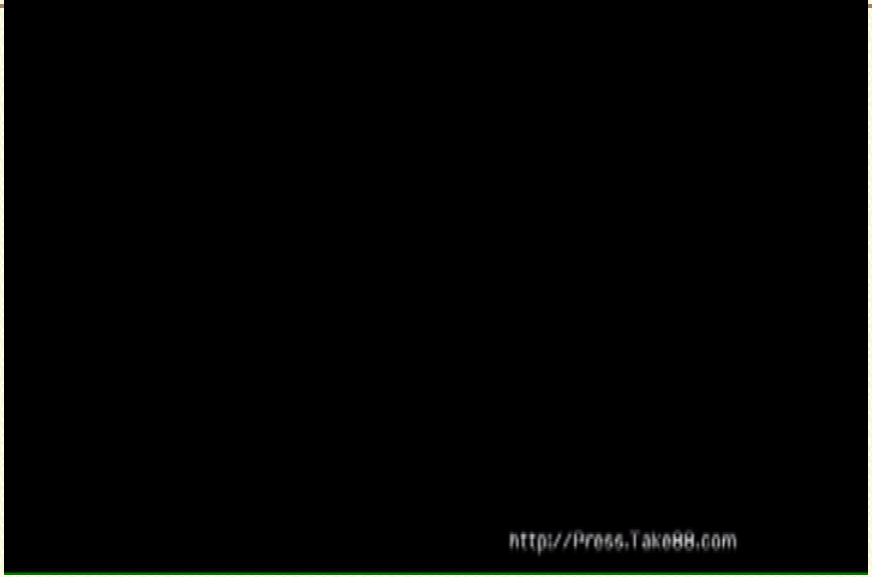
1. Glittering Generalities

- **Use words and phrases that sound appealing and that everyone agrees with**
- **Ex: “I stand for freedom and the American Way.”**



2. Name Calling

- **Attach negative labels to your opponent**
- **Ex: “He’s soft on crime.”**



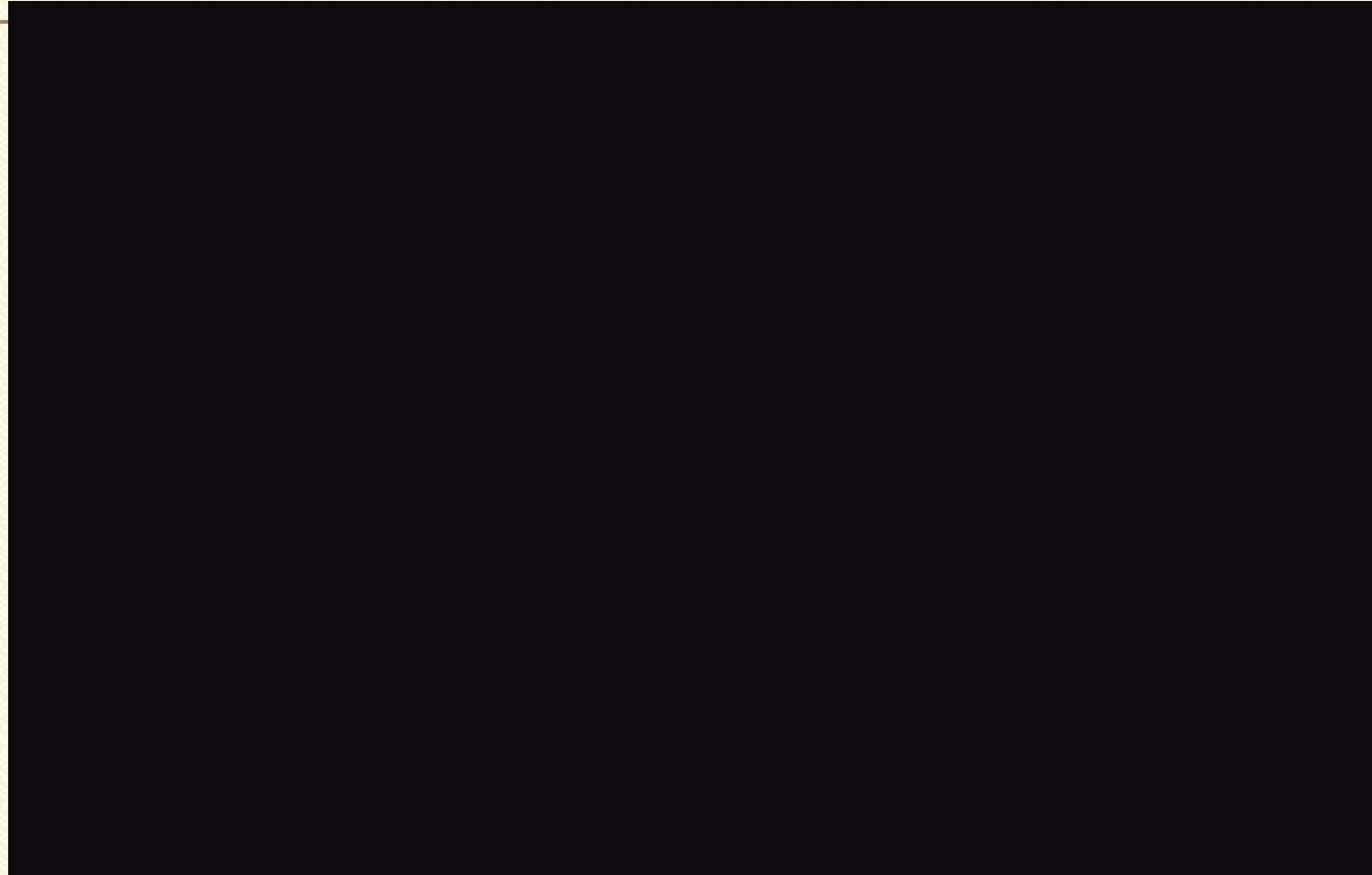
<http://Press.Take88.com>

3. Card Stacking

- **Use only those facts that support your argument**
- **Ex: “My opponent voted against raising social security”**
- **Did mention the reason why good or bad**



3. Card Stacking



4. Bandwagon



- **Appeals to desire to follow the crowd**
- **Ex: “Polls show that more than 80% of voters support me”**

5. Plain Folks



- **Tell voters that you are just like them, an ordinary person**
- **Ex: “I’ve lived in this city all my life.”**

6. Transfer



- **Connect yourself to a respect person, group, or symbol**
- **Ex: “Remember what Abraham Lincoln said....”**

Campaign Ads



Opinion Polls

- **Along with reporting what a candidate says or does, the media will also conduct polls to measure the favor of the candidate and also the issues involved**
- **Polls help because a group does not have to talk to everyone, just a random sample to understand the pulse of the people**

Opinion Polls

- **Some people think that polls should not be used. They believe that polls can change the results of elections.**
- **Studies suggest that if the polls show a huge gap, some people believe that the leading candidate will win**

Who Wins and Election?

- **Outside of the Presidential election, all other votes in the United States is based on population. If you garner the majority, you win.**
- **The President is elected by the Electoral College**
- **The Electoral college is made up of 538 electors each with a vote**

Electoral College

- **It is understood and agreed upon that which ever candidate wins the state, collects all of the Electoral votes**
- **A few weeks after the election, the Electoral College meets in Congress to officially cast their votes**
- **A presidential candidate needs to gain 270 electoral votes to win the Presidency**

Negative Ads

