

Chapter 23 Test

Key Terms

Match the terms in the left column with the definitions in the right column.
Write the letter of the correct term in the space provided.

- | | |
|---------------------|---|
| a. bias | _____ 1. person in campaign who plans strategy and guides staff |
| b. direct mail | _____ 2. the process of signing up to be a voter |
| c. general election | _____ 3. the candidate who already holds the office for which he or she is running |
| d. incumbent | _____ 4. favoring one point of view over another |
| e. media | _____ 5. an election in which voters make final decisions about candidates and issues |
| f. propaganda | _____ 6. a method of sending mail to large groups of people |
| g. registration | _____ 7. a message meant to influence people's ideas, opinions, or actions |
| h. campaign manager | _____ 8. television, radio, newspapers, and magazines |

Main Ideas

Write the letter of the correct answer in the space provided.

- _____ 9. Why was registration introduced as part of the voting process?
- a. to allow voters to vote on certain ballot issues
 - b. to allow everyone over the age of 18 to vote
 - c. to prevent voters from voting in primaries
 - d. to prevent voter fraud
- _____ 10. What are polling places?
- a. places where people can vote
 - b. places where candidates make speeches
 - c. places where people choose ballots
 - d. places where people cast their votes through the mail
- _____ 11. Which member of an election campaign deals with the media?
- a. the campaign manager
 - b. the vice president
 - c. the campaign press secretary
 - d. the candidate

- _____ 12. How is the number of electors determined for each state?
 - a. It is equal to the number of members of Congress in that state.
 - b. It is three times the amount of voters in that state.
 - c. It is equal to the number of Republicans and Democrats in that state.
 - d. It is half the amount of incumbents in that state.

- _____ 13. How important are the votes of the electors in winning a Presidential election?
 - a. They only count in certain states.
 - b. They determine who will win.
 - c. They are not important.
 - d. They only matter if the candidate is a Democrat.

Critical Thinking

Answer each of the following questions in the space provided. Write your answers in complete sentences.

14. **Conclude** What is the best way for a candidate to use the media in order to influence his or her election outcome?

15. **Identify Cause and Effect** How does raising more money for a campaign affect the candidate’s chances of winning an election?
