**UNIT 5**

**Ideology**: A belief that guides an individual (ex: pro-life or pro-choice)

**Primary Elections:** An election used to vote for candidates to represent each party in a general election

**Caucus:** A meeting of supporters used to vote for candidates to represent each party in a general election

**National Convention:** An event where political candidates from both parties are officially nominated to represent their party in the general election

**General Elections:** A final election for statewide or national offices.

**Electoral College:** Constitutional process for electing the U.S. president and vice president.

**Democrats:** A political party where members are typically considered liberals and want more power to the federal government

**Republicans:** A political party where members are typically considered conservatives and want less power going to the federal government

**Political Spectrum:** A way to organize major political parties on a line based on their beliefs

**Special Interest Group**: any association of individuals that have a shared concerns and attempts to influence public policy in its favor.

**Political Action Committee (PAC),** in U.S. politics, an organization whose purpose is to raise and distribute campaign funds to candidates seeking **political** office.

**Apathy:** Lack of interest, enthusiasm, or concern.

**Plank:** Any one of the issues in a political platform

**Platform:** the major beliefs of a political party

*\*(Types of Propaganda)\**

* **Testimonial**: getting famous people to endorse your position
* **Glittering Generalities**: A message that is too general with no specific plan.
* **Bandwagon**: appealing to people by telling them they should join your group.
* **Card-Stacking**: Leaving out information or only presenting one side of issue.
* **Plain Folks Appeal**: Appealing to regular people's values.

**Name-calling**: trash talking about another candidate.