

**Media & Public Opinion LB:
Ch.7 & BA Ch.13**

Mass media
Media event
Press conferences
Investigative journalism
Print media
Broadcast media
Narrowcasting
Beats
Trial balloons
Policy agenda
Public Opinion
Census
Reapportionment
Political Socialization
Random Sampling
Exit Polls
Conservative
Liberal

**Elections LB: Ch.9 &10 & BA
Ch.12**

Referendum
Initiative
Suffrage
Political efficacy

Civic duty
Voter registration
Motor-Voter Act
Party identification
Electoral vote
Electoral College
Winner-take-all system
Nomination
Campaign strategy
McGovern-Fraser Commission
Superdelegates
Frontloading
National primary
Party platform
Direct mail
General election
Federal Election Campaign Act
1974
Federal Election Commission
FEC
Soft money
Political Action Committees
PACs

**Political Parties LB: Ch 8 & BA
Ch.11**

Linkage institutions

Rational choice theory
Ticket-splitting
Patronage
Closed primaries
Open primaries
Blanket primaries
National convention
National chairperson
Critical elections
Divided government
Dealignment
Third parties
Winner-take-all system
Proportional representation

Chapter 11: Interest Groups

Interest group
Faction
Pluralist theory
Elite theory
Hyperpluralist theory
Free-rider problem
Olson's law of large groups
Lobbyists
Electioneering
Litigation

