

# Lesson Quiz 18-3

## Voting and Elections

**DIRECTIONS: True/False** In the blank, indicate whether the statement is true (T) or false (F).

- \_\_\_\_\_ 1. An effective campaign strategy must emphasize issues that are important to voters.
- \_\_\_\_\_ 2. While the Internet and social media are vital for spreading campaign messages, television advertisements are considered ineffective.
- \_\_\_\_\_ 3. In order to be considered propaganda, an advertisement must contain false or deceptive information.
- \_\_\_\_\_ 4. One difference between an issue group and a candidate's own campaign is that issue groups are bound by the Bipartisan Campaign Reform Act of 2002.
- \_\_\_\_\_ 5. Some people think that limiting campaign donations is a violation of the First Amendment.

**DIRECTIONS: Multiple Choice** Indicate the answer choice that best completes the statement or answers the question.

- \_\_\_\_\_ 6. What was a major reason that President Obama broke fundraising records in 2008?
- A. He appealed to business groups.
  - B. He ignored the opposition's point of view.
  - C. He played on people's fear of the opposition.
  - D. His campaign websites simplified making donations.
- \_\_\_\_\_ 7. An email to ranchers stating that a candidate supports legislation that will help them with water issues is likely to get ranchers' votes because it
- A. encourages people to jump on the bandwagon.
  - B. is a glittering generality.
  - C. is based on a testimonial.
  - D. uses targeted advertising.
- \_\_\_\_\_ 8. The Bipartisan Campaign Reform Act banned the use of
- A. gerrymandering to reduce the power of minority votes.
  - B. glittering generalities as a campaign propaganda technique.
  - C. soft money donations to issue groups to support specific candidates.
  - D. SuperPACs to campaign on specific controversial issues.
- \_\_\_\_\_ 9. What propaganda technique is a candidate using if she says people should support her because the vast majority of people think she is the best candidate?
- A. appeal to authority
  - B. appeal to fear
  - C. bandwagon
  - D. glittering generality
- \_\_\_\_\_ 10. People who support regulation to limit campaign spending believe that this will
- A. encourage legislative referendums.
  - B. reduce corruption.
  - C. reduce the number of candidates.
  - D. support free speech.