

Chaper 9: Nominations and Campaigns

LEARNING OBJECTIVES

After studying this chapter, students should be able to:

- Describe the role of *campaign strategy* in winning a nomination to elective office.
- Describe and evaluate the *caucus* and *primary* methods of delegate selection.
- Contrast the American primary system of nomination with those of other nations such as Great Britain.
- Trace the historical evolution of national party conventions as nominating vehicles for presidential candidates.
- Consider the ways that high-tech campaigning has changed the nature of American politics.
- Identify the key actions that candidates must accomplish in order to effectively organize their campaigns.
- Examine the growth of PACs and their impact on modern campaigning.
- Assess the crucial role of money and technology in American campaign organizations.
- Analyze the role the media play in influencing the style and substance of presidential campaigns.
- Discuss the three effects that campaigns have on voters: *reinforcement*, *activation*, and *conversion*.
- Evaluate whether the "openness" of the American style of campaigning leads to a more democratic system or a less democratic system of government.
- Assess whether or not American presidential elections lead to an increased scope of government.