

CHAPTER SUMMARY

CHAPTER 17

Elections and Voting

ELECTION CAMPAIGNS ★★★★★★★★★★★★★★★★★★★★★★★★★★★★

To be elected president, a candidate must win at least 270 of the 538 electoral votes. Because the number of electoral votes varies from state to state, a candidate who wins in the 11 most populous states would win the election. Because a candidate needs to win as many states as possible, he or she must appeal to a broad range of voters across the nation.

Presidential candidates need an effective strategy and an efficient campaign organization. The campaign organization carefully structures the candidate's appearances to project a positive, presidential image. It also coordinates state and local efforts on the candidate's behalf. A campaign manager, who is responsible for overall strategy and planning, oversees the organization.

Until the 1970s presidential candidates relied on contributions from the wealthy and powerful. A series of Federal Election Campaign Acts attempted to make the process more democratic. These laws were based on three principles:

- **Public Funding** Major party candidates can receive millions of dollars in federal money. Third-party candidates can qualify if they received at least five percent of the popular vote in the most recent election.
- **Limits on Spending** Business and labor cannot make direct contributions, and contributions from individuals are limited to \$1,000.
- **Public Disclosure** Candidates, parties, and political action committees must keep records and report all contributions over \$100 to the Federal Elections Commission.

Two loopholes exist in FECA regulations: soft money, or general purpose funds not designated to a particular candidate; and issue-advocacy advertisements, which support an issue rather than a particular candidate. In 2002 the Bipartisan Campaign Reform Act tried to control campaign spending by banning soft-money donations and putting limits on issue-advocacy advertisements.

★ EXPANDING VOTING RIGHTS ★★★★★★★★★★★★★★★★★★★★★★★★★★★

The right to vote, or suffrage, is the foundation of democracy in the U.S. In the 1700s only white males who owned property had the right to vote. In the 1800s state legislatures abolished the property requirements.

The Fifteenth Amendment, ratified in 1870, prohibited states from depriving any citizen of the right to vote on the basis of race or color. Southern states responded by setting up other obstacles to African American voters. Some imposed a poll tax—money that a citizen had to pay before voting. Others required voters to pass a literacy test. The grandfather clause exempted citizens whose grandfathers had voted before 1867 from these requirements. African Americans could not qualify because they did not have voting rights before 1867.

In the twentieth century, the federal government began taking action against these unfair restrictions.

In 1915 the Supreme Court declared the grandfather clause unconstitutional. The Twenty-fourth Amendment, ratified in 1964, outlawed poll taxes in national elections. In 1966 the Supreme Court banned their use in state elections. The Voting Rights Act of 1965 outlawed literacy tests.

The Voting Rights Act of 1965 and later voting rights laws empowered the federal government to register voters in any district where less than 50 percent of African American adults were on the voting lists. These laws allowed the federal government to intervene in places where local officials appeared to be discriminating. The voting rights laws also provided for poll watchers to insure that votes were properly counted. As a result of these efforts, the percentage of African Americans registered to vote increased from 29 percent in the 1960s to more than 60 percent today.

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CHAPTER 17 SUMMARY CONTINUED

EXPANDING VOTING RIGHTS *(continued)*

The struggle for woman suffrage began in the 1830s, but by 1914 only eleven states had granted women the right to vote. Full woman suffrage was not achieved until 1920 with the ratification of the

Nineteenth Amendment. The Twenty-sixth Amendment, ratified in 1971, lowered the voting age from 21 to 18.

★ INFLUENCES ON VOTERS ★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★

FIVE MAJOR FACTORS INFLUENCE VOTERS' DECISIONS

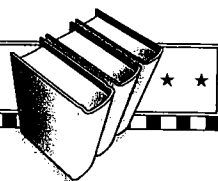
Personal Background	This factor includes upbringing, family, age, occupation, and income level. Education, religion, and racial or ethnic heritage are other background factors that might influence a voter's decision. Many voters, however, are cross-pressured, which means that elements in their backgrounds might have conflicting influences on their final decisions.
Loyalty to a Political Party	Voters with the strongest allegiance to a party often vote a straight-party ticket—they select only candidates from that party. Weak party voters are more likely to switch their votes to the rival party from time to time. The number of independent voters, those who belong to no party, has increased in recent years.
Campaign Issues	Television and higher levels of education help modern voters to be more informed. Issues with the greatest influence include Social Security, health care, taxes, education, affirmative action, abortion, gun rights, and the environment.
The Voter's Image of Candidate	The way voters perceive the issues is just as important as the issues themselves. The image of the candidates in the voters' minds is closely related to public perception of the issues. Most voters want a president who appears to be trustworthy and strong.
Propaganda	Propaganda is information that is used to influence opinion. Propaganda is not necessarily untrue, but it is used to support a predetermined objective. The use of patriotic symbols and celebrity endorsements to sway voter opinions are examples of political propaganda.

People who vote regularly tend to have positive attitudes toward citizenship and government. The more educated people are, the more likely they are to vote. Middle-aged citizens have the highest voter turnout rates. Voter regularity also increases with income level.

Many U.S. citizens do not exercise the right to vote. The percentage of voters has declined since 1960.

Every state but one requires voters to register—officially record their names with local election boards before an election. Voter registration helps prevent election fraud. Once registered, a person remains eligible to vote unless he or she dies, moves, or fails to vote for a certain number of years. Some political experts have recommended a national registration system under which voters would not have to register again when they move.

Guided Reading Activity 17-1 ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



Election Campaigns

★ DIRECTIONS Use the information in your textbook to match these items dealing with election campaigns. Write the letter of the correct answer in the space provided.

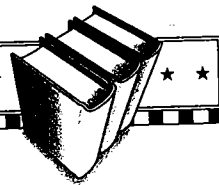
Column A

- _____ 1. popular ways in which presidential candidates contact voters
- _____ 2. the number of electoral votes needed to win a presidential election
- _____ 3. two types of campaign strategies from which presidential candidates may choose
- _____ 4. what a candidate's national office does during the election campaign
- _____ 5. what state and local campaign workers do
- _____ 6. why the mass media are important to a candidate's campaign
- _____ 7. what a campaign organization does to "package" a candidate
- _____ 8. why it is important for candidates to appear on TV news programs
- _____ 9. an important way in which candidates can affect voters who are undecided
- _____ 10. what the federal election laws demand from candidates and political parties
- _____ 11. why money is important to a political campaign
- _____ 12. principles on which Federal Election Campaign Acts provided for a new system of campaign financing
- _____ 13. an organization designed to support political candidates with campaign funds
- _____ 14. two loopholes in FECA regulations
- _____ 15. legislation which eliminated "soft money" and put time limits on issue advocacy advertising

Column B

- A.** they can create both positive and negative images for the candidates
- B.** handle relations with television, radio, the print media, finances, advertising, opinion polls, and campaign material
- C.** the Bipartisan Campaign Reform Act
- D.** makes political commercials to create the candidate's presidential image
- E.** 270 out of 538, which is the number of representatives and senators from all the states
- F.** candidates need money for office space, staff salaries, consultants, posters, travel, campaign literature, and advertising
- G.** taping TV messages, shaking hands, making speeches, giving interviews, and traveling
- H.** political action committee
- I.** an aggressive all-out attack on the opponent or a low-key campaign
- J.** participating in TV debates
- K.** ring doorbells, canvass voters, make sure voters turn out to vote
- L.** soft-money donations and issue-advocacy advertising
- M.** keep records of contributions and report to the FEC all contributions over \$100.00
- N.** TV is now the single most important source of news for most citizens
- O.** public funding of presidential elections, limitations on the amounts presidential candidates could spend on their campaigns, and public disclosure of how much candidates spend to get elected

Guided Reading Activity 17-2



Expanding Voting Rights

★DIRECTIONS Use the information in your textbook to complete this diagram.
List in each box the groups that belong under each heading.

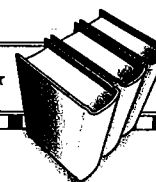
PERSONS WHO COULD AND COULD NOT VOTE			
1776-1800			
Voters	Nonvoters		
<div></div>	<div></div>	<div></div>	<div></div>
1800-1870			
Voters	Nonvoters		
<div></div>	<div></div>	<div></div>	
1870-1920			
Voters		Nonvoters	
<div></div>	<div></div>	<div></div>	

★DIRECTIONS Use the information in your textbook to list the provisions of the various voting rights acts.

PROVISIONS OF THE VOTING RIGHTS ACTS OF THE 1960s AND 1970s	
1.	_____
2.	_____
3.	_____
4.	_____
5.	_____
6.	_____

Guided Reading Activity 17-3

★ ★ ★ ★ ★ ★ ★ ★ ★ ★



Influences on Voters

★ **DIRECTIONS** Use the information in your textbook to complete this outline.

MAJOR FACTORS THAT INFLUENCE VOTERS

I. The Voter's Personal Background

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____

C. _____

D. _____

E. _____

F. _____

G. _____

H. _____

II. The Voter's Loyalty to Political Parties

- A. _____
- B. _____
- C. _____

IV. Images and Propaganda

A. _____

B. _____

III. Campaign Issues

- A. _____
- B. _____

★ **DIRECTIONS** Use the information in your textbook to complete this diagram.

PROFILES OF REGULAR VOTERS AND REGULAR NONVOTERS

Regular Voters

Regular Nonvoters

1.

2.

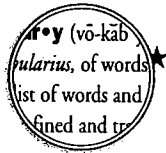
3.

1.

2.

3.

Vocabulary Activity 17



Elections and Voting

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DIRECTIONS

Select the term that answers each question below. Write the correct term in the space provided.

party-column ballot	absentee ballot	propaganda	cross-pressured voter
ticket-splitting	campaign manager	suffrage	canvassing board
polling place	political action committee	poll tax	office-group ballot

1. What word refers to ideas, information, or rumors that are used to influence opinion? _____
2. What is an organization designed to support political candidates with campaign contributions? _____
3. What is an amount of money that a citizen must pay in order to vote? _____
4. What lists the candidates of all parties together by the office for which they are running? _____
5. What lists each party's candidates under the party's name? _____
6. Who is responsible for the overall strategy and planning of a presidential campaign? _____
7. What word describes voting for candidates from different parties for different offices? _____
8. What term describes someone who is caught between conflicting elements in his or her own life, such as religion, income level, or peer group? _____
9. What is the right to vote? _____
10. What allows a person to vote without going to the polls on election day? _____
11. What is the official body, usually bipartisan, that counts votes? _____
12. What term describes where one votes? _____

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

DIRECTIONS

Use each of the following terms correctly in a complete sentence. Write the sentences on a separate sheet of paper.

image	precinct	grandfather clause	soft money
canvass	register	straight-party ticket	

Reteaching Activity



Elections and Voting

DIRECTIONS

Follow the directions in each section of the chart.

I. QUALIFICATIONS TO VOTE: Put an **X** before voting qualifications that are required by all states. Put an **S** before the items required by some states. Put an **N** before the items that are not required by any states.

A. cannot be legally insane	E. must be 18 years old
B. must pay income taxes	F. must own property
C. must be a United States citizen	G. must be a legal resident of the state for a certain period of time
D. must register (to vote) with the appropriate local government	H. cannot be a convicted felon
	I. must pass a literacy test

II. SPECIAL CIRCUMSTANCES: Check the circumstances that must exist on election day for an absentee ballot to be cast.

A. Voter will be hospitalized.	F. Voter will be awaiting trial on election day.
B. Voter has to work on election day.	G. Voter will be in jail for a misdemeanor.
C. Voter will be out of town.	H. Voter forgot to vote on election day.
D. Voter has disability or illness.	I. Voter cannot vote due to religious observances.
E. Voter cannot vote due to bad weather.	

III. ISSUE AND SOLUTION: Write the letter of the best solution to the issue.

ISSUE	SOLUTION
1. _____ A candidate must win 270 of the 538 electoral votes.	A. The 24th Amendment was ratified.
2. _____ Voters must be informed of a candidate's stand on issues.	B. The 15th Amendment was ratified.
3. _____ In 1979, party officials complained to Congress that finance legislation made fundraising difficult.	C. The 26th Amendment was ratified.
4. _____ The poll tax prevented thousands of African Americans from voting in national elections.	D. Millions are spent on rallies and advertising.
5. _____ Until the 1970's, large campaign contributions led to charges of improper behavior.	E. Congress allows unlimited donations for general purposes.
6. _____ After a constitutional amendment guaranteed African Americans voting rights, some southern states used a grandfather clause to discourage these voters.	F. Candidates, PACs, and political parties must record and report contributions over \$100.
7. _____ In the 1960s, many argued that if 18 was old enough to be drafted, it was old enough to vote.	G. Campaign manager and state and local party chairpersons plan strategy for key states.

CHAPTER SUMMARY Activity



Elections and Voting

★ DIRECTIONS In the space provided, write the word or phrase that best completes each sentence.

- _____ committees are organizations designed to support political candidates with campaign contributions.
- The term _____ money refers to general purpose funds not designated to a particular candidate.
- To thwart the Fifteenth Amendment, many Southern states set up poll _____ and _____ tests.
- African Americans could not qualify for the _____ clause, an exemption to state voting requirements, because they did not have voting rights before 1867.
- The _____ Act of 1965 allowed the federal government to register voters in districts where local officials appeared to be discriminating.
- Full _____ suffrage was achieved in 1920 with the ratification of the Nineteenth Amendment.
- In 1971 the Twenty-sixth Amendment lowered the voting age from _____ to _____.
- _____ voters are those who are not registered members of any political party.
- The use of patriotic symbols and celebrity endorsements are examples of _____.
- Every state but one requires voters to _____, officially record their names with local election boards before an election.

Organizing Information Write each of the factors that might influence voters' decisions under the appropriate heading in the table.

FACTORS INFLUENCING VOTER DECISIONS				
Personal Background	Party Loyalty	Campaign Issues	Candidate's Image	Propaganda

- health care
- effective speaking style
- movie star endorsements
- college degree
- lifelong Democrat
- taxes
- electrician
- pleasing appearance
- United States flag
- independent voter
- 25 years old
- the environment

Critical Thinking Answer the following question on a separate sheet of paper.

- In what ways might voter registration prevent election fraud?