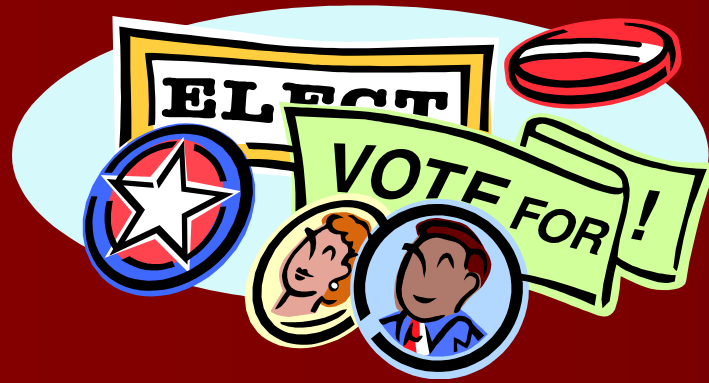


Unit 6

People and Politics



VOTING



A right and a
responsibility of
citizenship.

VOTING: QUALIFICATIONS



- 18 years old, can be 17 ½ at registration if turning 18 before election
- U.S. Citizen
- State Resident
- Mentally Competent
- Not a convicted felon currently serving sentence in prison. Can vote once sentence completed

VOTING: REGISTRATION



Must register 29
days before the
election at:

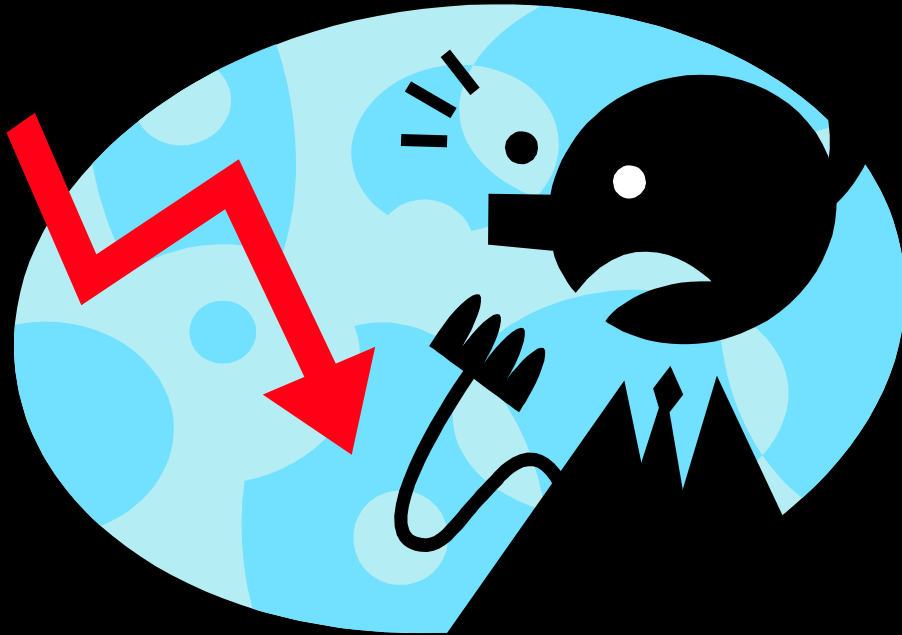
- DMV
- Registrar's Office
- Mail in Application

VOTING: PARTICIPATION



- Increased turn-out in Presidential Elections
- Participation more likely:
 - Education
 - Age
 - Income

VOTING: NON VOTERS



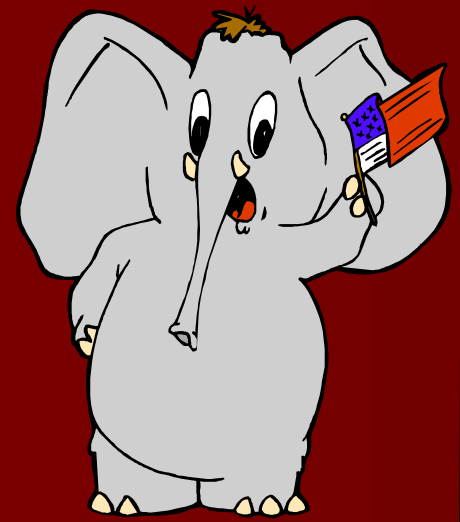
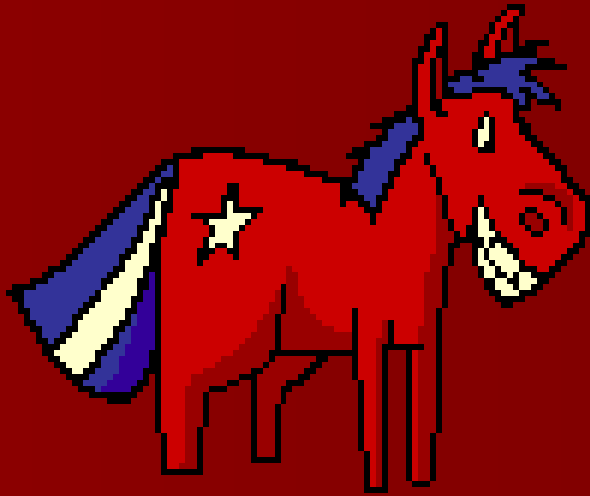
- Lack Interest
- Forget to register
- Not informed on issues
- Participation less likely:
 - ⑩ Income
 - ⑩ Age
 - ⑩ Education

VOTING: MAIN IDEA

Qualified citizens have a responsibility of stay informed about campaign issues and exercise their right to vote.

How the President Gets Elected

- Step 1: Candidate announces plan to run for president
- Step 2: Candidate campaigns to win delegate support
- Step 3: Caucuses and **primary elections** take place
- Step 4: Nominee for president is announced at national party conventions
- Step 5: Citizens casts their votes in **general elections**
- Step 6: **Electoral College** casts its votes
- Step 7: The President is inaugurated



POLITICAL PARTIES

Organizations made up of people who share similar ideas about the way the country should be governed

FUNCTIONS AND PURPOSES OF POLITICAL PARTIES

**Recruit and
Nominate
Candidates for
Public Offices**



■ Primaries-
Elect
Candidates

■ Conventions-
Name
Candidates

FUNTIONS AND PURPOSES OF POLICAL PARTIES

**Help
Candidates
Win Elections**



- Raise money for campaigns
- Campaign for candidates
- *Most important function since Candidate will support party goals if elected*

FUNTIONS AND PURPOSES OF POLICAL PARTIES

Set Party Goals

- Platform- Statement of party's positions of major issues



FUNTIONS AND PURPOSES OF POLICAL PARTIES

Leadership

■ Work to pass laws that support the party's goals



FUNTIONS AND PURPOSES OF POLICAL PARTIES

Watchdog

- Monitor the actions of officeholders to insure that they are honest and hardworking

FUNTIONS AND PURPOSES OF POLICAL PARTIES

Help Citizens

- Educate citizens about issues
- Offer opportunities for citizens to be involved in the political process.



THE POLITICAL SPECTRUM



Left

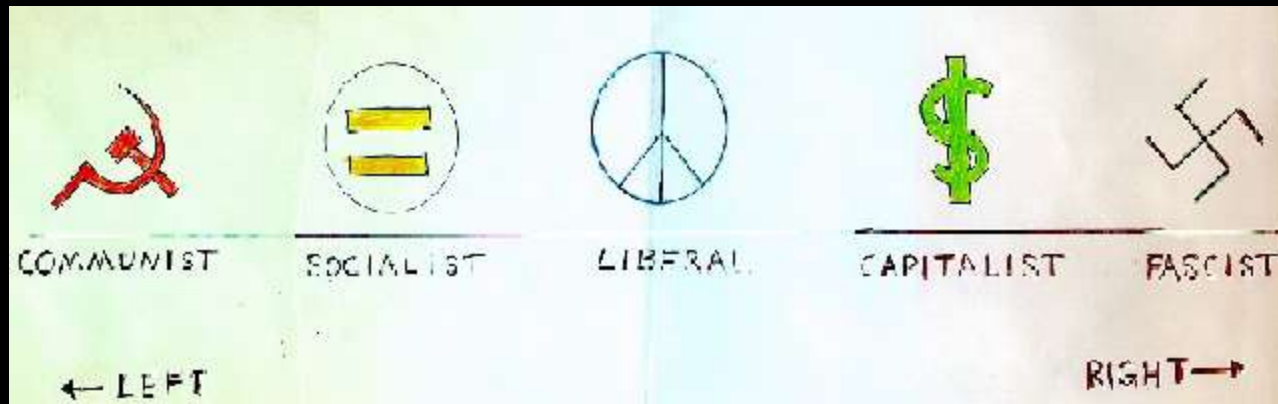
Center

Right

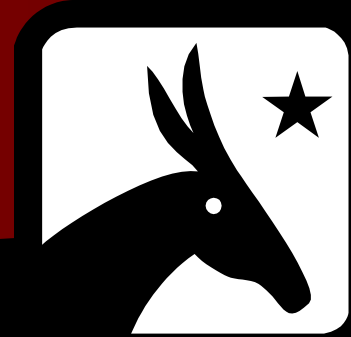
Democrats

Moderates

Republicans



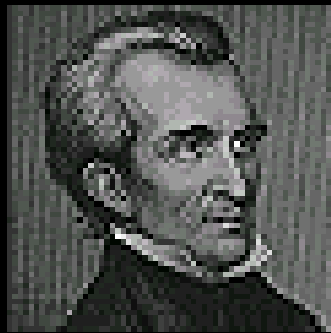
DEMOCRATS



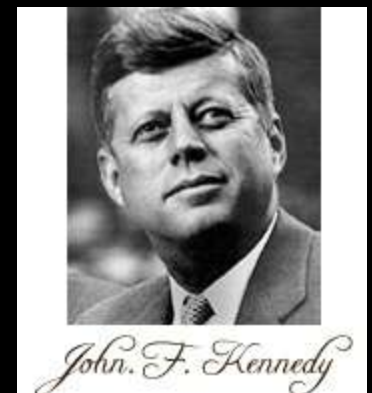
- **“Liberal”**
- **On the left**
- **Support government financed programs to help the poor**
- **Emphasize domestic programs**
- **More/Expanded Government**
- **Supported by workers, laborers, lower and middle income levels**



*Franklin D.
Roosevelt*

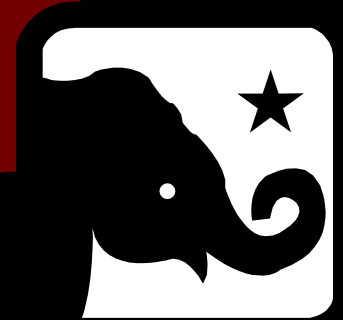


William J. Clinton



John. F. Kennedy

REPUBLICANS

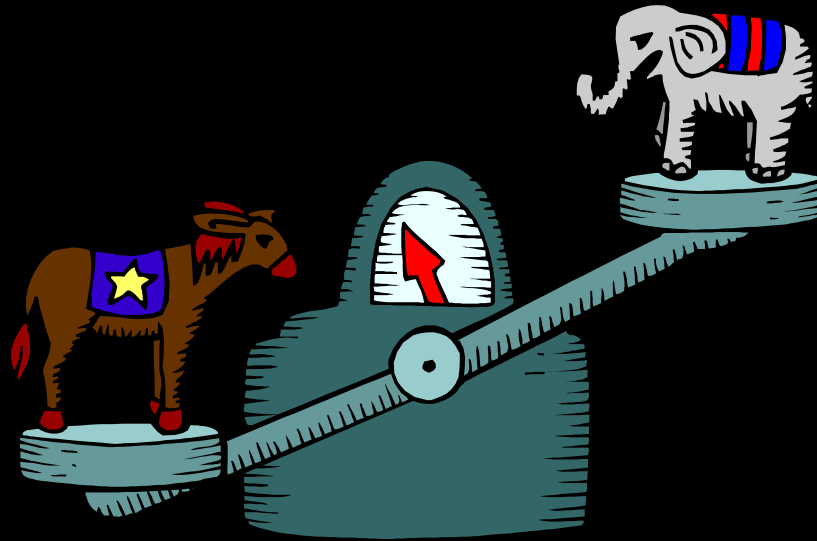


- **"Conservative"**
- **On the Right**
- **Support individual initiative and economic growth to help the poor**
- **Emphasize foreign policy and a strong military**
- **Less/Limited Government**
- **Gain support from big businesses and upper income levels**



MODERATE

A person who avoids the extremes of either party



POLITICAL PARTIES

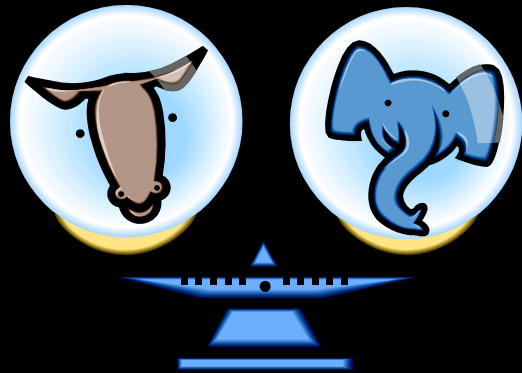
The American political system is dominated by the **Democrats** and the **Republicans**; but **third parties** play an important role.



Two-Party System

Similarities

BETWEEN
REPUBLICANS &
DEMOCRATS

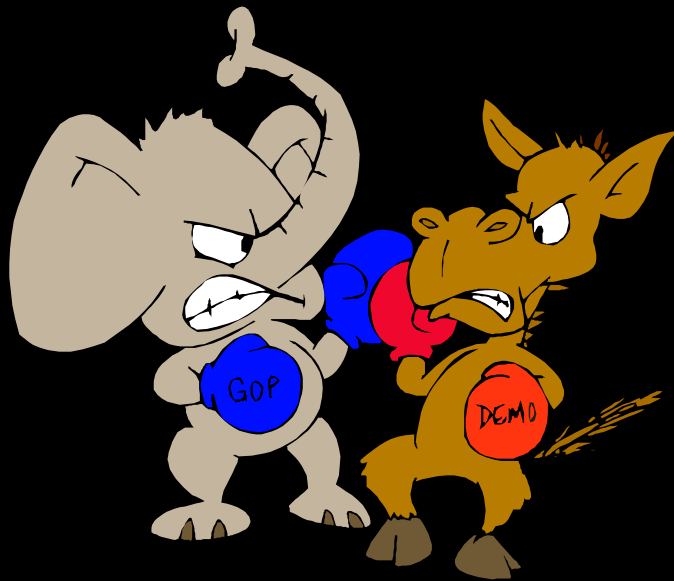


- Have both liberal and conservative views
- Organize to win elections
- Appeal to the political center
- Influence public policies
- Reflect citizens views
- Want to associate with many people to get more votes

Two-Party System

Differences

BETWEEN
REPUBLICANS &
DEMOCRATS



Party
Platforms
(positions on
major
issues)

THIRD PARTIES

Third parties play an important role in American politics.



THIRD PARTIES

- Introduce new ideas
- Support a particular issue
- Revolve around a person (Ross Perot; Ralph Nadar)
- Rarely win elections
- Change the outcome on an election

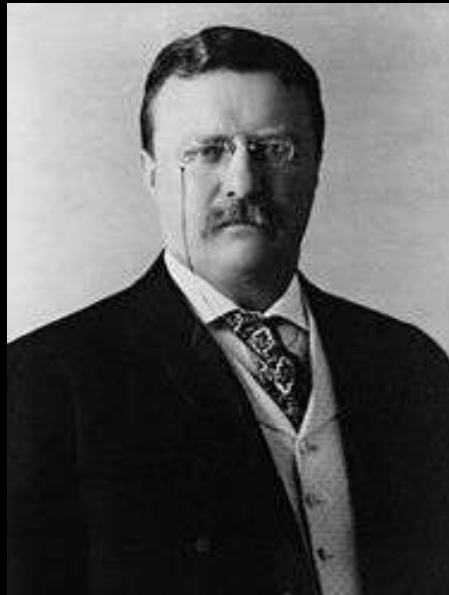
THIRD PARTIES



Ross Perot
Reform Party

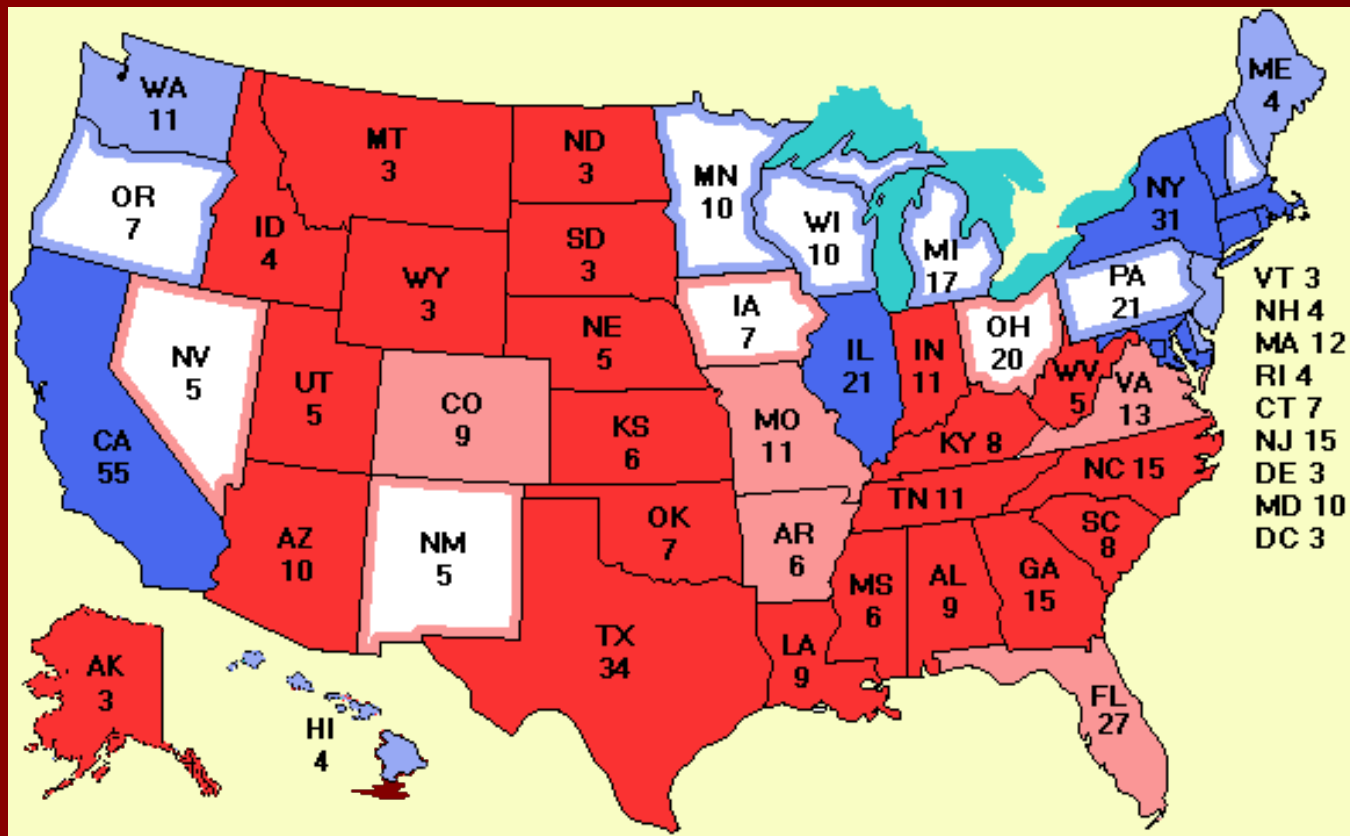


Ralph Nader
Green Party



Teddy Roosevelt-
Progressive party

ELECTORAL COLLEGE



ELECTORAL COLLEGE

The President and the Vice President are elected by a majority vote in the **Electoral College**.

ELECTORAL COLLEGE

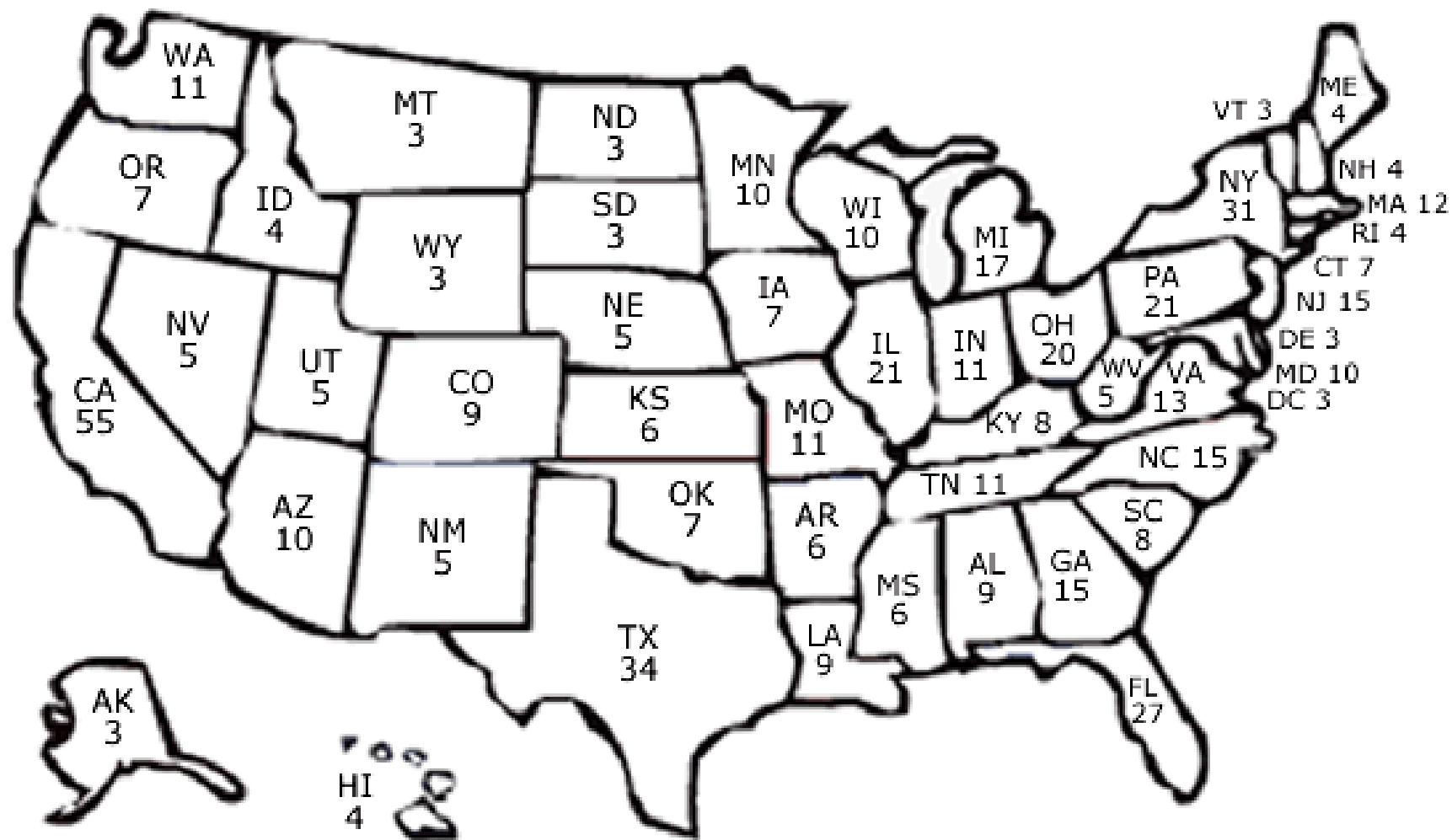
- Each state has the same number of **electors** as it does Congress Members

of Senators

+

of Representatives =

of electoral votes in each state



ELECTORAL COLLEGE

■ **538** Total Electoral
Votes

■ **270** Electoral votes
needed to win the
election



George W. Bush (REPUBLICAN)

286 electoral
votes



John Kerry (DEMOCRAT)

252 electoral
votes

ELECTORAL COLLEGE



WHY?

Why do we
need
electors?

What made the
framers of the
Constitution
create this
system for the
election of the
President and
Vice-President?

ELECTORAL COLLEGE

Representation

Question for the framers:

How to balance power between the large and small states?

■ **Result:**
Electoral votes for each state are determined by **population**

ELECTORAL COLLEGE

Fear

Issue for the framers:

People are not educated enough to make a good decision.

■ Result:

Electors who were *educated about the process* would make the official vote.

ELECTORAL COLLEGE

Knowledge

Issue for the framers:

Voters do not know about candidates from other states.

■ Result: Using electors would keep people from only voting for candidates from their state.



ELECTORAL COLLEGE

Electoral College

The President and the Vice President are elected by a majority vote in the electoral college.

Each state has the same number of electors as it does Congress Members

of Senators

+

of Representatives =

of electoral votes in each state

ELECTORAL COLLEGE



Process

Each party picks electors who promise to vote for their party's candidate.

Popular vote: first Tuesday after the first Monday in November

**Winner take all
system**

The candidate with most votes in a state wins all of the electoral votes for that state.

Electoral Vote:
December

Electors cast the official votes for President and Vice President.

Effect of the Electoral College on Campaigns

Candidates
concentrate on states
with more electoral
votes (California, New
York)

Favors a 2-party
system

Small states can make
the difference in close
elections

It is possible to tie
(269 electoral votes
each)

What if... no candidate
receives 270 votes?

A TIE!!!



House of
Representatives
selects the
President

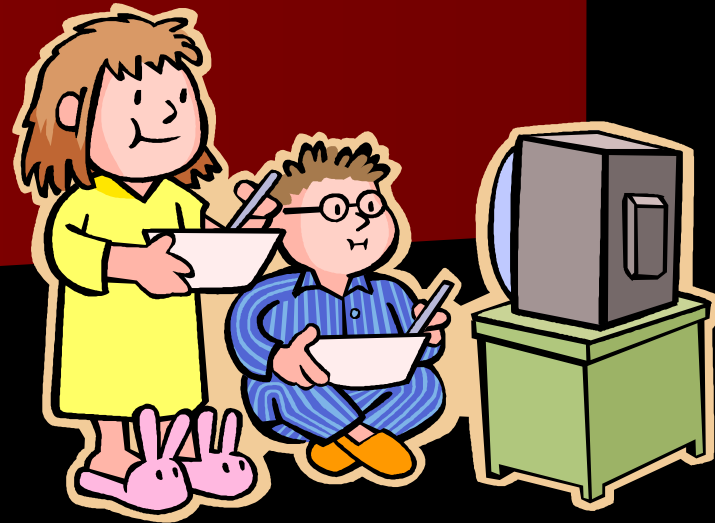
Senate
selects the Vice
President

The Role of the Media in Elections: Propaganda

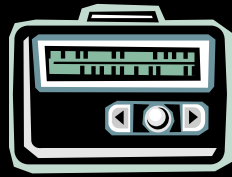


MEDIA

■ T.V.



■ Radio



■ Newspapers



■ Internet



Role of the Media in Elections

- The editorial section of the newspaper, a televised debate or T.V. program can provide candidates and experts a way to present opposing viewpoints on the issues.

Air Different Points of View



Call Attention to Important Issues

-

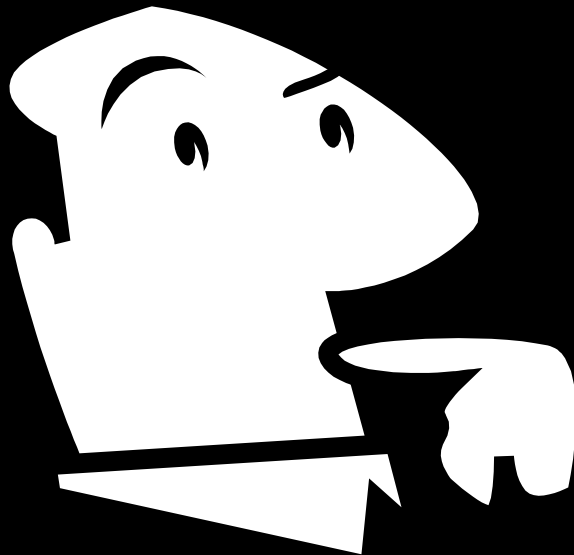
Role of the Media in Elections

- Government officials and candidates use the media to communicate with the public.

**Identify candidates
& their platforms
(stand/opinion on
the issues)**



**How can voters
evaluate
speeches,
literature and
advertisements
for accuracy?**



BY:

- **Separating fact from opinion**
- **Detecting bias**
- **Evaluating sources of information**
- **Identifying propaganda**

Propaganda Techniques



PROPAGANDA

WHAT LIES BEHIND US AND LIES BEFORE US ARE SMALL MATTERS
COMPARED TO WHAT LIES RIGHT TO OUR FACES.

www.despair.com

Propaganda

A technique to sway people's attitudes, opinions and behaviors

Mass media and technology enable the spread of propaganda

Political candidates use propaganda to convince voters to support them.

Bandwagon

"The latest poll shows that the majority of people support Bill Riberdy for President."

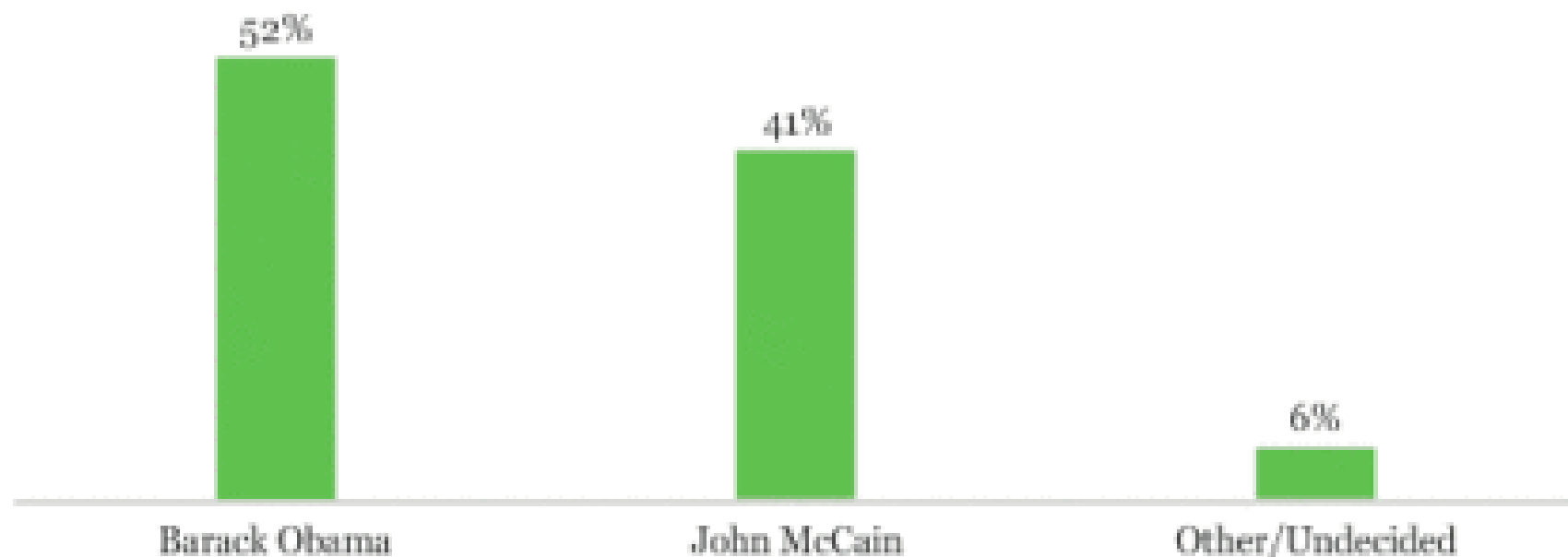
Everyone's Doing It!



"Put me down for whoever comes out ahead in your poll."

Regardless of whom you support, and trying to be as objective as possible, who do you think will win the presidential election in November?

Rotated: Barack Obama or John McCain?



June 9-12, 2008

GALLUP POLL

Card Stacking

"Bill Riberdy is clearly the most qualified candidate."

**Use facts to
favor an opinion**

Barack Obama Facts

- Obama worked as a community organizer immediately after graduation.
- He also worked as a university professor, political activist, and lawyer before serving in the Illinois Senate from 1997 to 2004.
- He was propelled to stardom by giving the 2004 democratic convention keynote speech.
- Obama has sponsored bills ranging from lobbying and electoral fraud, climate change, weapons control, nuclear terrorism, and better veterans care.



John McCain Facts



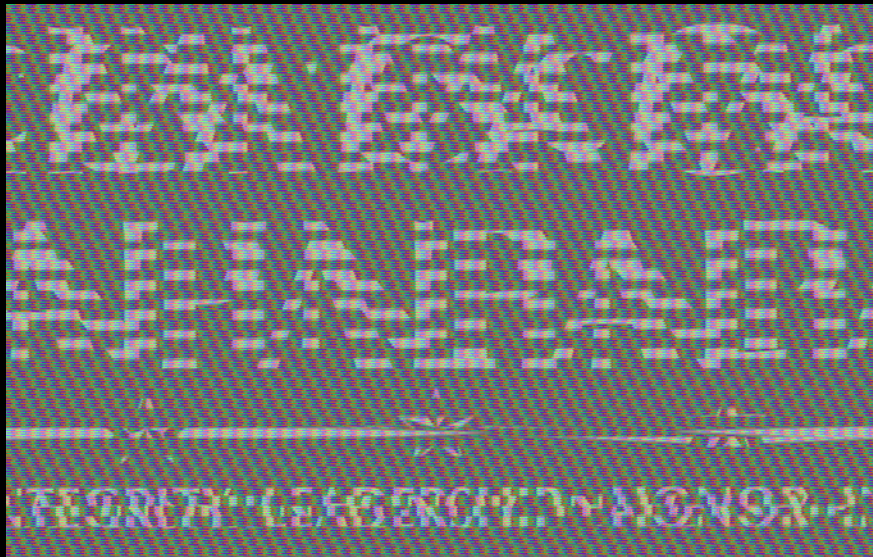
- McCain has never voted for a tax increase.
- McCain will continue the Bush tax cuts,
- McCain will not cut and run in Iraq,
- McCain sponsored legislation to keep the Fairness Doctrine from rearing its head again,
- McCain supports school choice

Glittering Generalities

*"A vote for Bill Riberdy is a vote
for Virginia's values."*

**Uses words that sound
good but have little or
no meaning**

Glittering Generalities



Name Calling

"Candidate Roberts is corrupt and caters to special interest groups."

Use of an unpleasant label or description to harm an opposing candidate.

Name Calling



Plain Folks Appeal

"Vote for Steve Roberts, who understands the problems of Virginia."

Candidates describe themselves as regular people; average, hard working citizens.

Plain Folks Appeal



Testimonials

"Bill Clinton says, "Stephanie Harbin is a candidate you can trust. She has my vote!"

**An endorsement from
a celebrity.**

Testimonials



Financing a Campaign

Running for office is
expensive!



**Rising
Campaign
Costs
\$**

**Lots of fund
raising by
candidates and
parties**

**Gives an
advantage
to rich
people**

**Limits
opportunities
to run for
office.**



**Limits
opportunities
to run for
office.**

```
graph TD; A[Limits opportunities to run for office.] --> B[Encourage PACs]; A --> C[Interest Groups have more power]; B --> D((Campaign Finance Reform)); C --> E((Rising campaign costs have led to efforts to reform campaign finance laws. Limits exist on the amount individuals may contribute to political candidates and campaigns.))
```

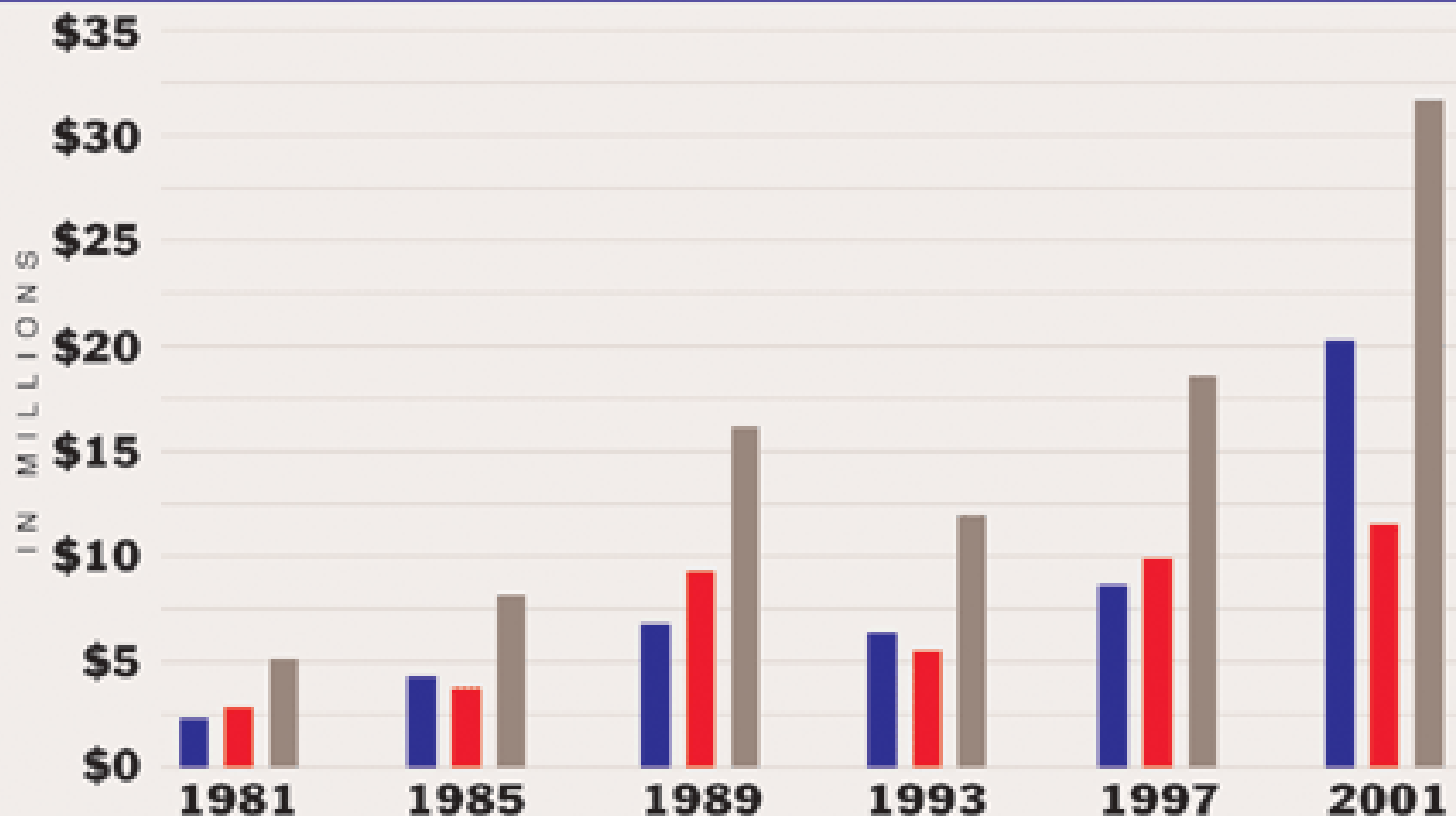
**Encourage
PACs**

**Campaign
Finance
Reform**

**Interest
Groups have
more power**

Rising campaign costs have led to efforts to reform campaign finance laws. Limits exist on the amount individuals may contribute to political candidates and campaigns.

Virginia Statewide Gubernatorial Campaign Spending 1981 - 2001



Data: Virginia FREE

■ Democrat

■ Republican

■ Total


McCain
JOHNMcCAIN.COM

**McCain Momentum
Continues to Build!**

*Click here to support
John McCain...*

DONATE TODAY

**DEADLINE
JUNE 30TH**



**DONATE \$30 OR MORE
GET A SPECIAL EDITION T-SHIRT**

SHOW YOUR SUPPORT



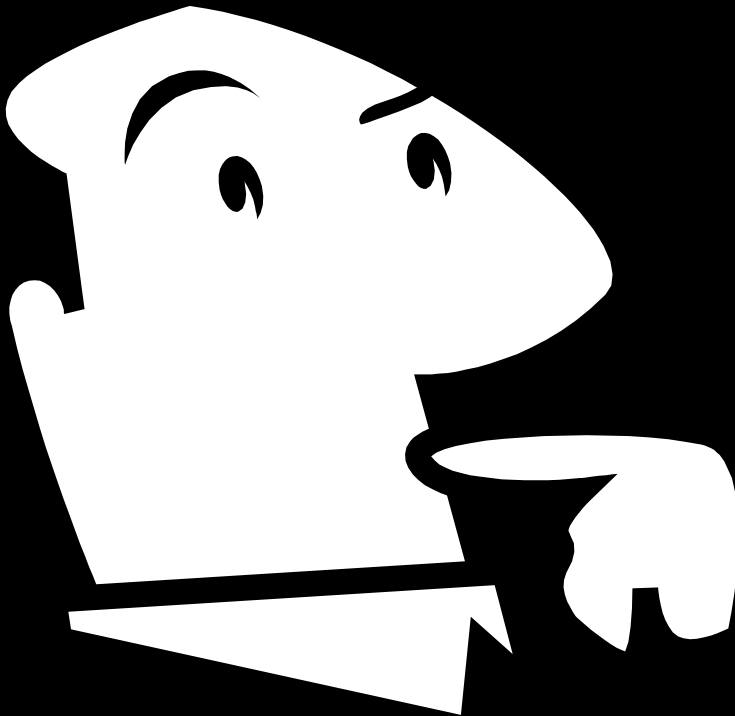
Public Policy

How individuals, interest groups and the media influence the actions of the government.



What influences people's opinions??

- Family & Friends
- Media (Print and T.V.)
- Importance



Why might a group have more influence than an individual?

- Louder Voice

More \$

Represent more people



Public Policy

The actions of the government as they deal with the issues of the day.

Ways that individuals influence public policy.

- **Voting**
- **Being informed**
- **Participating in politics**
- **Expressing opinions:**
 - * **Letters to politicians**
 - * **Demonstrating**
- **Campaigning**
- **Lobbying**
- **Joining interest groups**

Ways that groups influence public policy.

- **Interest Groups**: organizations that seek to influence government policy
- **Identify and publicize issues**
- **Offer different viewpoints**
- **Lobby**- seeking to influence legislators to introduce legislation or to vote for or against a bill.
- **Donate \$**

Interest Groups

An interest group is a structured organization of people with shared attitudes who attempt to influence public policy.

Interest groups:

- Vary in size, goals and budget
- Attempt to influence both the government and public opinion
- Hire lobbyists to represent their interests



Let's **ELIMINATE** Drunk Driving



BECOME A MEMBER

Media Advocacy
Fighting Defamation
Changing Hearts and Minds

**Congress, we would like to have a word
with you about the nation's No.1 killer.**



American Heart Association

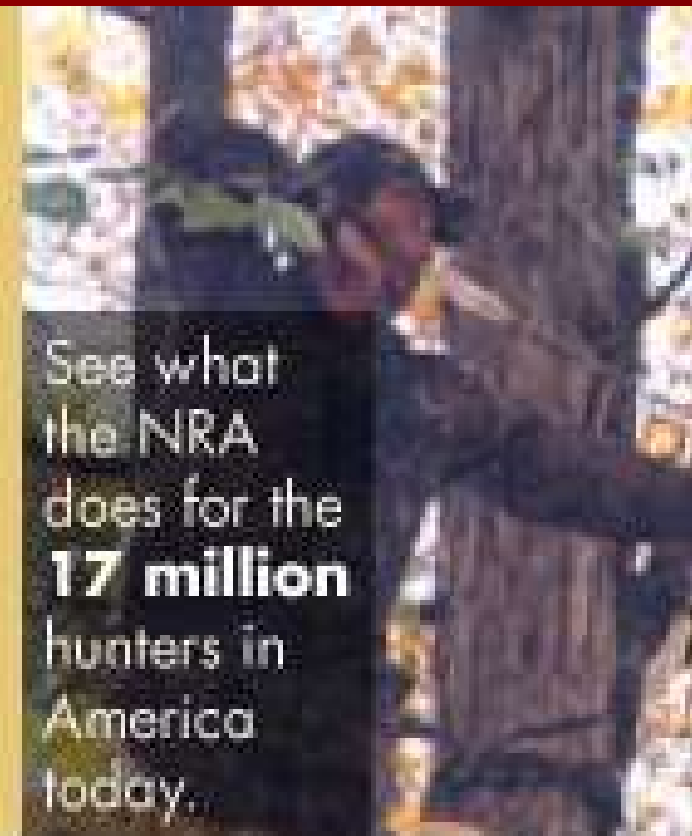
Lobby Day 2007 – April 24

We're joining hundreds of survivors and volunteers on Capitol Hill to share our stories about heart disease, stroke and other cardiovascular diseases with Members of Congress. Your support can make a difference.

Heart Disease and Stroke. You're the Cure.

www.americanheart.org/youarethecure





See what
the NRA
does for the
17 million
hunters in
America
today.



NRA
Hunter Services



Join the NRA and
Free Hunters today at
1-800-672-3888
www.nra.org

Cruelty Uncovered:

Is 'Aaron's Best' Kosher's Worst?

AgriProcessors Corporation (producer of Aaron's Best and Rubashkin's) has firmly defended mutilating conscious animals, shocking them in the face, and slaughtering them in a manner that Rabbi T.H. Weinreb, executive vice president of the Orthodox Union called "especially inhumane."

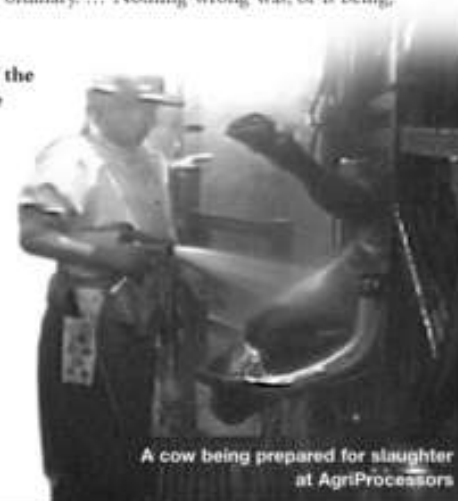
Sholom Rubashkin, president of AgriProcessors:

"What you see on the video is not out of the ordinary. ... Nothing wrong was, or is being, done. There is nothing to admit."

Rabbi Perry Raphael Rank, president of the Rabbinical Assembly of the Conservative Movement:

"[T]he scenes recorded are not what *shechitah* should be, nor does it correspond to the Jewish way of treating animals. ... When a company purporting to be kosher violates the prohibition against *tza'ar ba'alei hayyim*, causing pain to one of God's living creatures, that company must answer to the Jewish community, and ultimately, to God."

**Decide for yourself
at GoVeg.com.**



A cow being prepared for slaughter
at AgriProcessors

PETA

People for the Ethical Treatment of Animals

501 Front St., Norfolk, VA 23510 • 757-622-7382

For free information on Judaism and vegetarianism: 1-888-VEG-FOOD

PACs

Political Action Committees

Established to
raise money to
support an issue or
candidate



MEDIA

The media influences public policy by:

- Bringing attention to issues
- Showing different views on issues
- Holding candidates accountable
- Allowing officials to communicate with citizens



Public Policy is influenced by:

Individuals



- Vote
- campaign
- Keep informed
- Express Opinions by:
 - Writing letters to politicians
 - Demonstrating
 - Lobbying
- Join interest groups

Interest Groups



- Identify and publicize issues
- Offer different viewpoints
- Lobby
- Donate Money \$\$\$

Media



- Draws attention to issues
- Shows different views on issues
- Holds candidates accountable
- Allows officials to communicate with citizens

Political Action Committees

- PACs are the political branch of a special interest group.
- PACs raise voluntary donations of money from people who agree with their cause.
- They give money to elections campaigns of people they support and to the political party that will work for their goals.