Stockton Unified School District
Since 1852

Government
(High School)

The Political Process

Vocabulary Builder

Section 1

public opinion	objectivity	sample
propaganda	public policy	exit poll
Bias	sampling error	poll
mass media	political socialization	

DIRECTIONS Choose six of the vocabulary terms from the word bank. Look them up in a dictionary. Use these terms to write a summary of what you learned in the section.

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

DIRECTIONS Read each sentence and fill in the blank with the correct word or phrase.

1. The government's response to a particular issue or problem is called

   _____. **(public opinion/public policy)**

2. Getting information from a variety of reliable media sources helps you to avoid

   _____. **(propaganda/political socialization)**

3. The way in which poll questions are phrased can introduce

   _____ and increase sampling error. **(bias/objectivity)**

4. _____ are used to gauge public opinion on an issue.
   (Polls/Samples)

5. School, work, and personal experiences all contribute to an individual's

   _____. **(political socialization/public opinion)**

The Political Process

Vocabulary Builder

Section 2

grass roots	labor union	Lobbying
trade association	endorse	interest group
political action committee		

DIRECTIONS Read each sentence and choose the correct term from the word bank to replace the underlined phrase.

1. An organization of citizens with shared political beliefs or goals supplies information to the public and legislators in order to achieve their political goals and influence public policy.

   _____

2. People who feel strongly about an issue may take part in the political process by contributing to an organization that raises money through legal means to support the campaign of a candidate who agrees with their position.

   _____

3. People who hold the same or similar positions or who work in related industries may choose to join an organization of workers that promotes fair wages, a safer workplace, or other issues of concern to workers.

   _____

4. In addition to raising funds and public awareness to support a cause, groups pursue their political goals by directly contacting public officials to persuade them to support a cause.

   _____

5. Before an election, interest groups announce their support for a candidate who shares their views on an issue in order to achieve their political goals and shape public policy.

   _____

6. Citizens active at the lowest level of a political organization—participating in and organizing demonstrations or marches—are said to be involved in this type of politics.

   _____

7. A(n) business group that represents a certain industry generally supports laws and policies that benefit its industry and opposes those that it believes would harm the industry.

   _____

The Political Process   Vocabulary Builder

Section 3

DIRECTIONS On the line provided before each statement, write **T** if a
statement is true and **F** if a statement is false. If the statement is false, write
the correct term on the line after each sentence that makes the sentence a
true statement.

_____ 1. A political party's ideology is what sets it apart from other parties on the
political spectrum.

_____

_____ 2. The multiparty system has dominated American politics for more than 150
years.

_____

_____ 3. Participating in the nomination process, educating the electorate, and helping
to operate the government are the major functions of political parties.

_____

_____ 4. Independent and third-party candidates receive support from segments of the
electorate who do not agree with the positions held by the major parties.

_____

_____ 5. A ward is the smallest unit for administering elections and local voting.

_____

DIRECTIONS Look at each set of four terms. On the line provided, write
the letter of the term that does not relate to the others.

_____ 6. a. electorate   _____ 8. a. Democrat
           b. precinct   b. Republican
           c. ward   c. third party
           d. party organization   d. major party

_____ 7. a. nomination
           b. one-party system
           c. independent candidate
           d. two-party system

The Political Process

Vocabulary Builder

Section 4

hard money	write-in candidate	closed primary
soft money	absentee voting	open primary
caucus	plurality	direct primary

DIRECTIONS Read each sentence and fill in the blank with the correct word or phrase.

1. In some states, party candidates vying for political office are chosen by

   _____. **(caucus/plurality)**

2. If a candidate receives more votes than his or her opponent in an election, the

   candidate wins by _____. **(plurality/absentee voting)**

3. _____ describes funds contributed to a specific political campaign. **(Hard money/Soft money)**

4. Political parties hold a/an _____ when more than one party member seeks the same office. **(open primary/direct primary)**

DIRECTIONS Answer each question by writing a sentence that contains at least one word from the word bank.

5. Describe the differences between the two types of direct primary elections.

   _____

   _____

6. How may people who are unable to vote at their polling location on election day submit their votes?

   _____

   _____

7. What is one way candidates can avoid limits on campaign contributions?

   _____

   _____

8. How might a candidate without a party nomination seek election to political office?

   _____

   _____

The Political Process   Biography

George Gallup
1901–1984

WHY HE MADE HISTORY A public-opinion statistician, George Gallup's work with public-opinion surveys changed political campaigns and marketing.

As you read the biography below, think about how George Gallup's work transformed the way politics is practiced by politicians and reported on by the new media.

Today Americans are accustomed to hearing about the results of public opinion polls on topics ranging from political elections to consumers' favorite foods or television shows. But without the pioneering work of George Gallup, polls might be very different.

Gallup was born into a dairy farming family in Iowa. He earned multiple degrees in political science from the University of Iowa, where he worked as an editor on the student newspaper. His PhD dissertation was on the subject of measuring reader interest in newspapers; this early interest in public opinion would shape his career.

Gallup began teaching journalism. In 1932, he joined an advertising agency in New York City, where he conducted public-opinion surveys for clients. While still working for the advertising firm, Gallup began founding a series of public-opinion research organizations, including the American Institute of Public Opinion, the British Institute of Public Opinion, and the Audience Research Institute, Inc.

He first rose to public prominence in 1936 when he successfully predicted the winner of the 1936 presidential election. At the time, the most significant political poll was operated by *Literary Digest*, a popular magazine. In each presidential election year, *Literary Digest* mailed out questionnaires asking respondents who they planned to vote for. The poll was highly accurate at picking both the winner and the margin of victory.

The problem with the *Literary Digest* poll, Gallup felt, was that it relied on voluntary responses from people. Only people with a strong interest in the poll would respond, he believed; thus it did not represent the views of Americans as accurately as a scientifically random poll. Before the 1936 presidential election, Gallup sent interviewers to randomly selected towns throughout the United States, where they interviewed people according to

the demographic groups that reflected the country's population. For example, if 10 percent of Americans were men between the ages of 30 and 40, approximately 10 percent of the people interviewed by Gallup would be men between those ages.

The *Literary Digest* poll surveyed over 2 million people and predicted that Alfred Landon would win the presidency in 1936. Gallup's poll, on the other hand, surveyed only 5,000 respondents and predicted that Franklin D. Roosevelt would win the election. When the election results came in, Gallup was correct.

Gallup's ideas about scientific polling changed the way that companies and political campaigns measure public opinions about consumer products, social issues, or political races. He believed that public-opinion polls were an important way of promoting democracy by channeling the feelings of a great number of people into the electoral and governing process. Since polls showed what voters wanted, they allowed politicians to respond to those wishes. Gallup wrote several books on the subject of polling, including *The Pulse of Democracy* (1940) and *The Sophisticated Poll Watcher's Guide* (1972).

In 1958 Gallup combined his various organizations into the Gallup Organization, which still exists today. It offers a number of statistical services to clients, including political polling.

WHAT DID YOU LEARN?

1. **Recall** Why did Gallup believe the *Literary Digest* poll was unreliable?

_____

_____

2. **Evaluate** Do you agree with Gallup that public-opinion polling promotes democracy? Why or why not?

_____

_____

ACTIVITY

In small groups, create a public-opinion poll about an issue of your choice. You may want to ask questions about a political issue or an issue of importance in your school. Polls should include at least five questions and should be neutral and unbiased. If time permits, ask other groups to complete your poll.

The Political Process   Biography

Ethel Percy Andrus

1884–1967

⬤ **WHY SHE MADE HISTORY** A longtime educator and advocate for the needs of older Americans, Ethel Percy Andrus founded the organization that became AARP, an influential interest group.

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As you read the biography below, think about how *Andrus worked for older Americans.*

Interest groups play a major role in public policy debates and government decisions. One of the more influential interest groups today is AARP, formerly known as the American Association of Retired Persons, which works for the interests of older Americans. The organization was founded by Ethel Percy Andrus.

Andrus was born in California in 1884 but spent most of her childhood in Chicago, Illinois. After graduating from high school, she taught English and German and did volunteer work in the Chicago community. She returned to California in 1910, where she continued to teach and eventually became the first woman high school principal in the state.

In 1944 Andrus retired from teaching. Her small pension of $60 a month led her to investigate the quality of life of other retired teachers; as welfare director of the California Retired Teachers Association, she began to examine pensions and other benefits given to retired teachers across the country. Andrus found that many retired teachers were struggling to live on small pensions and that few had health insurance.

Andrus believed that there was a strong need for a national organization to address retired teachers' needs. She founded the National Retired Teachers Association (NRTA) in 1947 in an effort to provide low-cost health insurance to former teachers. It took years, but in 1956 Andrus finally convinced an insurance carrier to offer health coverage to the organization.

Over time, Andrus heard from thousands of non-teacher retirees who wanted to obtain health benefits similar to those offered through NRTA, and she decided to expand the organization to include all retired persons. In 1958 the American Association of Retired Persons (AARP) was formed. In addition to offering health plans, the AARP's goals were to promote independence and dignity for older persons and to improve their quality of life. Andrus encouraged retired people to remain active by volunteering,

starting second careers, or traveling. Under Andrus's leadership, the AARP offered a number of programs to help members, including a discount mail order pharmacy service, a travel agency, and job training.

The AARP also became a powerful interest group advocating for older Americans' needs. Andrus personally advised the federal government on programs and policies that affected older Americans, appearing before Congress multiple times to give her opinion on proposed legislation. Today over 39 million people—nearly half of all Americans over age 50—are members of AARP. The organization is headquartered in Washington, D.C.

Andrus died in California in 1967. In 1973 the AARP and the University of California established the Ethel Percy Andrus Gerontology Center to study the effects of aging. In 1998 Andrus was elected to the National Women's Hall of Fame.

WHAT DID YOU LEARN?

1. **Recall** Why did Andrus form the NRTA and the AARP?

   _____

   _____

2. **Summarize** How did Andrus work for the interests of older Americans?

   _____

   _____

ACTIVITY

Write and illustrate a plaque that might be used at the National Women's Hall of Fame to honor Andrus. The plaque should include information about Andrus's life, work, and legacy.