

AP Government Unit 7 Terms: Public Opinion and Political Participation

Chapter 11: Public Opinion and Political Socialization

1. Exit polls
2. Margin of error
3. Political socialization
4. Public opinion
5. Public opinion polls
6. Push polls
7. Random sampling
8. Sample
9. Stratified sampling
10. Straw polls
11. Tracking polls

Chapter 13: Elections and Voting

1. Closed primary
2. Conventional political participation
3. Crossover voting
4. Elector
5. Electoral College
6. Electorate
7. Front-loading
8. General election
9. Initiative
10. Mandate
11. Midterm election
12. Open primary
13. Primary election
14. Prospective judgment
15. Retrospective judgment
16. Runoff primary
17. Ticket-splitting
18. Turnout
19. Unconventional political participation

Chapter 14: The Campaign Process

1. 501 (c) group
2. 527 political committee
3. Campaign consultant
4. Campaign manager
5. Communications director
6. Contrast ad

7. Finance chair
8. General election campaign
9. Get-out-the-vote (GOTV)
10. Hard money
11. Inoculation ad
12. Matching funds
13. Negative ad
14. Nomination campaign
15. Political Action Committee (PAC)
16. Pollster
17. Positive ad
18. Press secretary
19. Public funds
20. Soft money
21. Voter canvass

Chapter 15: The News Media

1. Agenda setting
2. Citizen journalists
3. Content regulations
4. Deep background
5. Equal time rule
6. Framing
7. Mass media
8. Media effects
9. Muckraking
10. Narrowcasting
11. News media
12. Off the record
13. On background
14. On the record
15. Press briefing
16. Press conference
17. Press release
18. Yellow journalism