



<b>Political Ideology</b>	the coherent set of values and beliefs about the purpose and scope of government held by groups and individuals
<b>Libertarian</b>	one who favors a free market economy and no governmental interference in personal liberties
<b>Conservative</b>	one who believes that a government is best that governs least and that big government can only infringe on individual, personal, and economic rights
<b>Social Conservative</b>	one who believes that traditional moral teachings should be supported and furthered by the government
<b>Liberal</b>	one who favors governmental involvement in the economy and in the provision of social services; one who takes an activist role in protecting the rights of women, the elderly, minorities, and the environment
<b>Fascism</b>	an authoritarian and nationalistic right-wing system of government and social organization
<b>Individualism</b>	the belief that each person should act in accordance with his or her own conscience
<b>Fiscal Conservative</b>	a person who supports a fiscal policy that advocates avoiding deficit spending



# Socialism

a political and economic theory of social organization that advocates that the means of production, distribution, and exchange should be owned or regulated by the community as a whole

# Communism

a political theory advocating class war and leading to a society in which all property is publicly owned and each person works and is paid according to their abilities and needs

# Pluralism

the practice of holding more than one office benefice at a time; a condition or system in which two or more states, groups, principles, sources of authority, etc., coexist

# Political Efficacy

citizens' faith and trust in government and his/her own belief that he/she can understand and influence political affairs

# American Dream

American ideal of a happy, successful life; often includes: wealth, a house, and a better life for one's children

# Political Socialization

the process through which individuals acquire their political beliefs and values

# Public Opinion

what the public thinks about a particular issue or set of issues at any point in time

# Public Opinion Polls

surveys with samples of citizens that are used to estimate the feelings and beliefs of the entire population



# Straw Polls

unscientific surveys used to gauge public opinion on a variety of issues and policies

# Sample

a subset of the whole population selected to be questioned for the purposes of prediction or gauging opinion

# Random Sampling

a method of poll selection that gives each person in a group the same chance of being selected

# Stratified Sampling

a variation of random sampling; census data is used to divide the country into four sampling regions where people are randomly selected in proportion to the total national population

# Sampling Error

sampling that is unrepresentative of the public

# Push Polls

polls taken for the purpose of providing information on an opponent that would lead respondents to vote against that candidate

# Tracking Polls

continuous surveys that enable a campaign to chart its daily rise or fall in support

# Demographics

statistical data relating to the population and particular groups within it



<h1>Exit Poll</h1>	polls conducted as voters leave selected polling places on Election Day
<h2>Conventional Political Participation</h2>	political participation that attempts to influence the political process through well-accepted methods of persuasion
<h2>Unconventional Political Participation</h2>	political participation that attempts to influence the political process through unusual or extreme measures
<h1>Turnout</h1>	the proportion of the voting-age public that votes
<h1>Ticket Splitting</h1>	voting for candidates of different parties for various offices in the same election
<h2>Retrospective Judgment</h2>	a voter's evaluation of the performance of the party in power
<h2>Prospective Judgment</h2>	a voter's evaluation of a candidate based on what he or she pledges to do about an issue if elected



<b>high-tech politics</b>	a politics in which the behavior of citizens and policymakers and the policy agenda itself are increasingly shaped by technology
<b>mass media</b>	tv, radio, newspaper, magazines, internet, and other means of popular communication
<b>media events</b>	events purposely staged for the media that nonetheless look spontaneous. Can be staged by individuals, grps, and gov officials, esp presidents
<b>press conferences</b>	meetings of public officials with reporters
<b>investigative journalism</b>	use of in-depth reporting to unearth scandal, scams, and schemes, at times putting reporters in adversarial relationships with political leaders
<b>print media</b>	newspapers and magazines, as compared with broadcast media
<b>broadcast media</b>	tv, radio, internet, as compared with print media
<b>narrowcasting</b>	media programming on cable tv or the internet that is focused on one topic and aimed at a particular audience (MTV, ESPN, C-SPAN)



chains

newspapers published by massive media conglomerates that account for over 80% of nation's daily newspaper circulation. control broadcast media as well

beats

specific locations from which news frequently emanates, such as congress or white house. The top reporters become specialists there

trial balloons

an international news leak for the purpose of assessing the political reaction

sound bites

short video clips of about 10 secs from a politician's speech

talking head

a shot of a person's face talking directly to the camera which is usually unappealing

policy agenda

issues that attract the serious attention of public officials and other ppl actively involved in politics at the time

policy entrepreneurs

ppl who invest their political "capital" in an issue.