**Government and Citizenship**

**Unit 3: Political Parties, Behavior and Voting**

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**Why Do I Have to Learn This?**

Becoming participating citizens is at the foundation of students understanding the party process. Effective suffrage is a fundamental principle of a democracy and the political party provides the access. The development of parties, the campaign road to Election Day and the overwhelming financial structures that have infiltrated the political process are necessary to defining party involvement. The two-party system will be scrutinized along with the importance of third party development. Students will understand the development of the political culture, integrating how beliefs and behaviors are established by the social demographics of society. Political participation is expanded beyond simple voting patters and scientists need to understand why citizens participate, and in what context, to determine their political differences

**What You Must Know by the End of This Unit:**

1. \*Identify the major political parties and their role in the political process
2. \*Explain the importance of minor parties and their role in the political process
3. \*Evaluate the benefits and problems with a two party and multiparty systems
4. What type of voter is each party likely to attract
5. Why is there a rise in non-affiliated voters
6. Evaluate the differences between liberal and conservative voters
7. \*Explain the history of voting rights in the united states
8. Explain why the nomination process is critical to the election process
9. Explain the reasons incumbents have such an advantage
10. Explain the importance of PACs in the election process

**Vocabulary Terms and Phrases You Must Know:**

1. Political Spectrum
2. Reactionary
3. Conservative
4. Moderate
5. Liberal
6. Radical
7. Political Party
8. Platform
9. Coalition
10. Party Era
11. Party Dealignment
12. Independents
13. Ideological Parties
14. Single-issue Parties
15. Splinter Parties
16. Democratic Party Platform
17. Republican Party Platform
18. Political Socialization
19. Republican Party Coalition
20. Democratic Party Coalition
21. Gender Gap
22. Nomination
23. Campaign Strategy
24. Frontloading
25. Primary (Open vs. Closed)
26. Caucus
27. Incumbent
28. Political Action Committees (PACs)
29. Hard Money
30. Soft Money
31. Interest Groups
32. Lobbying
33. Narrowcasting
34. Media Event
35. Sound Bite
36. Electoral College