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| **Term A** | **Definition A** | **Term B** | **Definition B** |
| Electorate | Everyday people who vote | Conservative | Favor less government control, less taxes, usually Republican |
| Voter Turnout | The percentage of registered voters who show up to vote in a general election | Moderate | In the middle of the political spectrum, supports liberal and conservative views |
| Precinct | A local voting district in a county city or ward | Platform | A written statement outlining parties beliefs and ideas |
| General Election | The official election taking place every November | Two party system | A political system with two strong political parties; found in the USA |
| Polling Place | The location where a citizen casts a ballot | Third Parties | A minor party in a two party system |
| Registrar | The official keeper of records | Nominate | To officially select |
| Electors | Official voting members of the Electoral College | Candidate | A person running for political office |
| Popular Vote | The vote of the citizens of a country | Political Spectrum | A range of differences in political views between the parties |
| Electoral College | The official process used to select the president and vice president | Political Party | A group of citizens with similar views on public issues. |
| Poll Tax | A discriminatory practice that ordered voters to pay in order to vote | Liberal | Favors more government control, usually a Democrat |
| Mass Media | Major forms of communication and information (TV, radio, internet, newspaper) | Interest Group | A group of citizens who work to support a specific cause |
| Public Opinion | The total of the opinions held on an issue | Political Action Committee | A group formed to collect money from interest groups and use it so support a candidate |
| Glittering Generality | A nice sounding phrase that has little meaning | Name Calling | Associating someone with something negative |
| Propaganda | A media technique used to sway a person’s opinion | Plain Folk Appeal | Candidates try to sound like an everyday, average person |
| Testimonial | Having someone famous speak for you | Card Stacking | Only stating the good or negative facts about a person or issue |
| Bandwagon | Do something because everyone else is | Lobby | To try to pressure a politician to vote for or against a bill |