**Chapter 14 Research Questions**

Directions:

**READ(!)** pages 495-507 to answer the following. We are NOT taking traditional book notes this chapter, so you want to be detailed in your answers. This can be typed or written. Plagiarism of any kind will result in a zero on this assignment. This assignment must be answered **in your own words**.

1. Describe the roots of Political Campaigns.
2. When does the Nomination Campaign begin and end? Describe the goal of the candidate and what they do to get it.
3. What are the differences between the primary (nomination) and general election campaigns?
4. What are some of the dangers of having a long nomination campaign?
5. Describe and discuss the important staff members of a typical political campaign. You can list this with their jobs.
6. What is paid media? Explain the different types of this and include an example.
7. What is free media and how can this impact the campaign?
8. How is new media used to reach potential voters?
9. Discuss how media attention has become a major challenge to any modern campaign.
10. What are some ways that campaigns try to control the media?