**Chapter 14 Research Questions**

Directions:

**READ(!)** pages 492-529 to answer the following. All answers should be typed. Plagiarism of any kind will result in a zero on this assignment. Process the information from your textbook and the internet. This assignment must be answered **in your own words**.

1. What are the differences between the primary and general election campaigns?
2. What are some of the dangers of having a long nomination campaign?
3. Describe and discuss the important staff members of a typical political campaign.
4. Discuss the two major challenges to any modern campaign: media attention and campaign financing.
5. What is the role of volunteers in a political campaign?
6. Compare and contrast 527 political committees and 501(c) groups.
7. Describe three strategies to control media coverage.
8. What is the role of spin in the modern campaign process?
9. What is the significance of presidential debates? Give an example.