

Understanding Elections

Vocabulary Builder

platform	focus group	swing states
sound bite	negative campaigning	demographic
stump speech		

DIRECTIONS Read each sentence and fill in the blank with the correct word or phrase.

1. The views of party candidates usually align with those of the party's _____ . **(demographic/platform)**
2. During their campaigns, most candidates give a _____ , or one that highlights their views on the basic issues of the election. **(stump speech/sound bite)**
3. Polls can help shape a campaign's focus by revealing that a particular _____ may be more inclined than another population group to support a particular candidate. **(sound bite/demographic)**
4. During an election, voters in _____ usually experience intense campaigning because public support for the major candidates is equally divided. **(focus groups/swing states)**

DIRECTIONS Answer each question by writing a sentence that contains at least one word from the word bank.

5. How can sound bites affect an election?

6. Explain the role of focus groups in political campaigns.
