MT 4, LT 3 - Polls and the Media

MT. 4, LT. 3

Learning Target #3: the roles of polls, the media, campaign advertising, and the controversies over campaign funding

1. What impact did George Gallup have on election polling? – **P. 163 – 165, Questions #1 - #7**
2. What is a straw poll?
3. What is a scientific sampling?
4. What is a benchmark poll?
5. What is a tracking poll?
6. What is an exit poll?
7. How has the use of exit polls by television networks created controversy?
8. How did the Nixon-Kennedy debates of 1960 demonstrated the power of images on television? **– P. 170 – 173, Questions #8 - #15**
9. What are three ways that media consultants help candidates get elected?
10. What is the role played by focus groups?
11. Identify the different types of campaign ads: **p. 172**

|  |  |  |
| --- | --- | --- |
|  | Issue | Image |
| Positive |  |  |
| Negative |  |  |

1. What is a photo op? **p. 172**
2. Describe the different kinds of election coverage by the media:
3. Horse Race coverage –
4. Soap Opera stories –
5. “Gotcha” Journalism –
6. What does it mean when a candidate decides to “go negative”?
7. When do candidates typically decide to “go negative”?