**Reading Questions for Chapter Eight (Political Parties)**

60, 61, 63

*Dante Scala: Stormy Weather*

1. Why is NH protected as the 1st primary?
2. What do critics say about this fact?
3. How does the NH primary create momentum for the candidate?
4. What is the invisible primary?
5. How much must a candidate raise during the invisible primary?
6. Why win the Iowa caucus if the delegated are not awarded delegates until the state convention months later?

*Robert Boatwright: Getting Primaries*

1. What were the three main reasons why someone was primaried?
2. Who attacked democrats and who attacked republicans?
3. What is a RINO?
4. Explain what happened in the Alaska Senate Election in 2010? \*You might want to go online to see what happened in the general election after the primary!

*David Mark: Going Dirty*

1. Describe the Daisy Girl commercial.
2. Describe the 88 Willie Horton commercial.
3. Describe the Swift Boat Vet commercials.
4. What is difference between negative campaigning and dirty campaigning?
5. What happened to Muskie in 1972 in NH? Was this negative campaigning or dirty tricks campaigning?
6. What difference between regular commercials and political commercials?
7. Does negative commercials increase or decrease turn out? Explain Why?
8. How did LBJ gain one of the greatest electoral victories up to that time in 1964?
9. Even though the “Daisy Girl” spot only ran once, why was it so effective?
10. Who sponsored most of the negative ads during the 2004 presidential campaign?
11. Describe a 527 group?
12. Voter turnout increased in 2004? Why? (the answer is not commercials!)
13. How do negative campaigning help the voter understand a candidate?