

# Chapter 10 Elections Vocabulary

blanket primary  
open primary  
closed primary  
red vs blue states  
purple states  
caucus (electoral)  
direct mail (Franking)  
527 organizations  
primary elections  
general election  
gerrymandering  
incumbent  
malapportionment  
political action committee (PAC)  
position issue  
valence issue  
presidential primary  
primary election  
prospective voting  
retrospective voting  
runoff  
soft money  
spots  
visuals  
talking heads