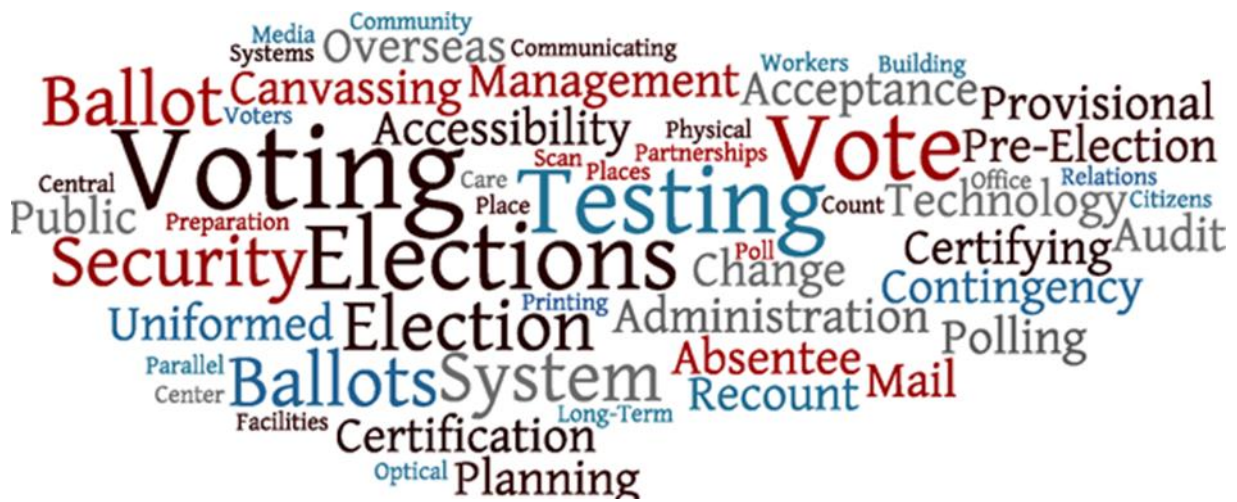


# Political science: election technologies

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МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РФ

**Нижегородский государственный университет им. Н.И. Лобачевского**

**ПОЛИТОЛОГИЯ:  
ИЗБИРАТЕЛЬНЫЕ ТЕХНОЛОГИИ**

Учебно-методическое пособие

Рекомендовано методической комиссией Института международных отношений и мировой истории для студентов ННГУ, обучающихся по направлению 41.03.04 «Политология», 42.03.01 «Реклама и Связи с общественностью»

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Учебно-методическое пособие представляет собой тематический сборник текстов общественно-политической направленности и предназначено для работы по развитию навыков чтения, устной и письменной речи, реферирования и ведения дискуссии по темам «Современная избирательная кампания», «Предвыборная работа со СМИ», «Организация работы штаба избирательной кампании», «Избирательные технологии», «Имидж кандидата».

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## Введение

Настоящее учебно-методическое пособие по английскому языку предназначено для студентов Института международных отношений и мировой истории, обучающихся по направлению 41.03.04 «Политология», 42.03.01 «Реклама и Связи с общественностью».

Пособие составлено в соответствии с программой курса английского языка для высшей школы, носит комплексный характер и предлагает систему лексико-грамматических и коммуникативных заданий предназначенных для обучения основным видам речевой деятельности и направленных на совершенствование коммуникативных навыков необходимых для профессионального общения. Материалы пособия дают представление о характере и особенностях проведения избирательных кампаний. Актуальность тем предложенных к изучению создает мотивацию, стимулирует активность речевой деятельности, способствует вовлечению студентов в обсуждение проблемных вопросов, соответствующих содержанию каждой темы. Аутентичные тексты и статьи, взятые из современных англоязычных СМИ и профессиональных сайтов, способствуют расширению коммуникативной и профессиональной компетенции.

Лексико-грамматические упражнения нацелены на освоение новой лексики, отработку новых лексических единиц в устной речи, закрепление грамматического материала. Работа с лексикой направлена на развитие умений определять контекстное значение слова и его возможности сочетаемости, подбирать синонимы и перефразировать. Отдельное внимание уделяется развитию навыков монологической речи, навыков ведения дискуссии.

Учебное пособие состоит из 5 учебных модулей, каждый из которых рассчитан на 28 часов аудиторной работы и 8 часов самостоятельной работы для студентов очной формы обучения. Каждый модуль содержит базовый текст с упражнениями, дополнительные лексико-грамматические задания, вопросы для обсуждения. Предполагается, что в ходе самостоятельной работы по теме студенты так же используют словари, дополнительную справочную литературу, обращаются к интернет-источникам. По усмотрению преподавателя последовательность и полнота выполнений заданий может быть изменена в соответствии с его методическими установками или конкретными условиями обучения в группе.

В основе методической концепции данного пособия лежит коммуникативный подход к обучению и творческая работа студентов.

# UNIT I

## THE CAMPAIGN TRAIL

### *Warm up*

#### 1. Discuss with your partner the following questions:

- What is an election?
- What role do elections play in a democratic society?
- What is an election campaign like?



### *Reading*

#### I. Complete the text with the words and phrases from the box.

get support	voters	public announcement	manifesto
campaign trail	debates	planks	
run-up	campaigning	gladhand	

#### **Step- by- Step on the Campaign Trail**

In a democracy, the country's rulers and law-makers are chosen in elections. In American English, candidates run for election and in British English they stand for election. Electoral 1 \_\_\_ is the process by which a campaign organisation (be it a party, candidate, or special interest organisation) seeks electoral support in a bid to win political office. The campaign comprises the series of advertisements, television appearances, meetings and speeches designed to 2 \_\_\_ for a candidate. The 3 \_\_\_ to an election is the period leading up to an election, perhaps a longer time than the campaign itself. Campaigns start anywhere from several months to several years before the day of election.

Once a person decides to run, he makes a 4 \_\_\_ which launches the candidate's official campaign. This announcement can consist of anything from a simple press release to concerned media outlets to a major media event followed by a speaking tour. Speeches, debates, walkabouts, rallies and baby-kissing begin in full force. Speeches were traditionally made in Britain standing on a soapbox and in the US on

the stump, and these things are often referred to in connection with campaigning even if they are not now often actually used.

A candidate announces a plan to run for office and presents his views on a range of issues outlined in a document known as a 5 \_\_\_\_\_. A platform of a candidate is the proposed policies which will be put into effect if elected. Common 6 \_\_\_\_\_ include stances on issues like education, the environment, national security, welfare, and so forth, with the positions being adjusted to meet changing cultural values and emerging global issues. To promote their platforms candidates travel around the area they are running in and meet with 7 \_\_\_\_\_; speaking to them in large crowds, small groups, or even one-on-one trying to drum up support. A candidate walks about in a crowd and shakes hands, or in the political context, 8 \_\_\_\_\_ people. Candidates often appear alongside other famous people, like sports stars or movie stars, hoping to gain some support by association with these people in the spotlight. The expression 9 \_\_\_\_\_ emphasizes the number of places candidates have to go to and things they have to go through while campaigning. Campaigns sometimes launch expensive media campaigns during this time to introduce the candidate to voters. The candidates often get together and have 10 \_\_\_\_\_, which are usually televised. This is another way for voters to make up their minds on which candidate should get their votes. Campaigns often dispatch volunteers into local communities to meet with voters and persuade people to support the candidate.

## *Word Study*

### **I. Read the text again and find the English equivalents for the following words:**

Выставлять кандидатуру для участия в выборах; искать поддержки избирателей; в попытке; делать публичное заявление; агитационный тур; прогулка с целью неофициального общения с народом; митинг; взгляд на ряд проблем; изложенный в манифесте; предлагаемый политический курс; осуществлять; пункты политической программы; продвигать платформу кандидата; получить поддержку избирателей; запускать дорогостоящую кампанию в средствах массовой информации; радушно встречать; в центре внимания; показывать по телевизору дебаты; убеждать людей поддержать кандидата; посылать волонтеров.

### **II. Match these words with their definition**

1.to stand for election	A. search for a backing
2.to drum up electoral support	B. a preliminary or preparatory period before the election
3. manifesto	C. to make people believe something or influence their choice by giving reasonable arguments
4.to persuade people	D. the series of appearances that a

	politician makes at different locations as part of a political campaign, esp. before an election
5.r un- up	E. to evoke or obtain support by solicitation or canvassing
6.in the spotlight	F. in the focus of attention
7.the campaign trail	G. to start a campaign
8. to launch a campaign	H. a public declaration of intent, policy, aims, etc., as issued by a political party, government, or movement
9.plank	I. to be a candidate for elections
10.to seek electoral support	J. one of the policies in a political party's programme

### III. Complete these sentences with the words from Ex.2

- Obama's campaign used social media \_\_\_\_ support from young voters.
- Silvio Berlusconi, during one of his many media appearances, announced that he would not \_\_\_\_ election as the prime minister of Italy.
- National cultural identity is to be a hot political issue in the \_\_\_\_ general election.
- Fianna Fáil leader Micheál Martin \_\_\_\_ his party's campaign at a news conference in Mount Street.
- If Mahatma Gandhi came back to life and \_\_\_\_\_ in the eastern Indian state of Bihar, he would probably lose.

### *Word Building*

**Complete the table with words which have related meanings.**

Noun	Verb	Adjective
Support		
	Adjust	
Campaign		
	Persuade	



Voter		
	Promote	

### *After-reading questions*

#### **Read the text again and answer the questions:**

1. What expression is used to say that a person is taking part in the election campaign as a candidate?
2. What is the term that stands for the process by which a campaign organisation seeks electoral support in a bid to win political office?
3. What is the election campaign like? What activities, events does it include?
4. What is the period leading up to the election? What is it for?
5. How do voters know that a candidate's official campaign has been started off?
6. What expressions are used to describe political speeches made during the election campaign?
7. What document is designed to present a candidate's views on a range of issues?
8. Where can voters find the proposed policies of a candidate?
9. What is the way for a candidate to promote his/her platform?
10. Why do campaigns often dispatch volunteers into local communities?

### *Talking Point*

#### **I. Split into groups and discuss the following issues:**

- What makes people run for elections?
- What is the driving force of any election campaign?
- What topics are usually covered in the pre-election speeches and debates?
- How do candidates manage to persuade people to support them and their platforms?
- Is it better for a candidate to stay off the campaign trail or risk a mistake?
- Is a speaking tour an essential part of an election campaign?

#### **II. Comment on the following sayings about elections:**

- 1) *“Anybody who wants the presidency so much that he'll spend two years organizing and campaigning for it is not to be trusted with the office.”*  
David Broder (American journalist)

- 2) "During his 1956 presidential campaign, a woman called out to Adlai E. Stevenson: "Senator, you have the vote of every thinking person!". Stevenson called back "That's not enough, madam, we need a majority!"
- 3) "*The hardest thing about any political campaign is how to win without proving that you are unworthy of winning.*"  
Adlai E. Stevenson quotes (American Politician. Governor of Illinois (1949-53) and Ambassador to the United Nations (1961-65). 1900-1965

**III. Make a report on the topic "*The election campaign: its goals and procedure*".**

## UNIT II

# MEDIA IN ELECTION CAMPAIGN

### *Warm Up*

**Discuss in a group the following questions:**

1. Does the media primarily report politics, or does it shape political events and the mindset of voters?
2. What type of mass media do you consider the most effective means of disseminating information during the election campaign?
3. What rules and regulations connected with the activities of mass media during election campaigns do you know?

### *Interesting facts*

- Ronald Reagan's ability to use the media to reach the people helped him land the nickname "The Great Communicator."
- The Nixon-Kennedy debate in 1960 was the first televised debate between nominees from the major parties. This debate is still studied by scholars interested in the effect of the media on presidential politics.

### *Reading*

**Read the text and try to find the answers to the questions above.**

#### **Role of Media in Election Campaign**

The media has a role to inform the citizens about the competing political parties, their programmes and candidates, and to contribute to the formation of opinion of the electorate. The overall aim of media coverage during election campaigns in democracies is fair and objective reporting and information dissemination. This can, for instance, be achieved through measures such as a just allocation of broadcasting time between all the competing parties and candidates, (voluntary) agreements on fair news programmes, reports, and non-news programmes, or debates between party leaders. It is crucial in the first instance to ensure that every party or independent candidate has access to the media, in particular radio and television, since most voters gain their knowledge about politics via the media. That means that a broadcaster is not entitled to influence the public opinion by

different treatment of one or another candidate or party. But still it is often the broadcaster who decides who is gaining access to the debates and discussion programmes.

Media is sometimes manipulated by the governing party (especially if the media is state-owned) to report in their favour. Manipulation can take place during the designing of the programmes, reports and news, discussion programmes, and even non-news programmes, such as pure entertainment shows and movies. Propaganda may be disseminated under the guise of objective public information by the government. The danger of misuse of government power for campaigning purposes can be limited if laws and regulations are in place to regulate the role of the media in the election campaign.

Laws and Regulations concerning the media in election campaign may define:

- If parties and candidates are allowed free political advertisement
- How time or space will be allocated to candidates and political parties
- Whether paid political advertising is to be permitted
- If election expenditures that affect advertising campaigns are limited.
- Whether time and content of electoral broadcasts is to be restricted ( In some countries, there are also regulations specifying a period of “campaign silence”, a time frame or a certain number of days immediately before the elections during which no campaigning at all is permitted and there are strict limitations on what the media may write or broadcast.)
  - If opinion poll findings are to be published.
  - What the regulations should be about policies on "hate speech" and defamation.

It is generally accepted that the publicly funded media have some obligation to allow parties and candidates to communicate directly with the electorate on an equal basis, whereas the private media have the right to publish or broadcast more often statements of the parties and candidates they prefer.

Political parties and candidates tend to find the media, and in particular television, paid spots more and more important for campaigning and seek to appear as much as possible on the television. Television is widely regarded as the most important instrument for campaigning and communication to the voters in countries with widespread coverage and audience. Television is an important factor in modern campaigns. Paid advertisements, called spots, can be useful. Visuals, on the other hand, are segments on television newscasts. To get this exposure a candidate must contrive to do something visually interesting, and at a time and place convenient for TV camera crews. Ironically, television newscasts are rarely informative, focusing as they do on campaign hoopla. Paid spots, on the other hand, contain a good deal of

issue information that the public sees, remembers, and intelligently evaluates. Conversely, television debates between presidential candidates can sometimes sway an election outcome (such as the 1960 Kennedy-Nixon debate). However, their total effect on an election may frequently appear uncertain or mixed (as the Clinton-Bush-Perot 1992 debates illustrate).

## ***Word Study***

### **I. Read the text and find the English equivalents for the following:**

Конкурирующие политические партии; способствовать формированию мнения электората; общая цель; освещение в средствах массовой информации; честное и объективное предоставление информации; распространение информации; справедливое распределение эфирного времени; дебаты; важно; в первую очередь; обеспечить, гарантировать доступ к СМИ; вещательная организация; давать право; манипулировать; правящая партия; принадлежащий государству; пропаганда; под видом; злоупотребление властью; свободная политическая реклама; разрешать платную политическую рекламу; траты во время предвыборной кампании; ограничить время и содержание предвыборных передач; клевета; правила появления на публике, в средствах массовой информации.

### **II. Translate from English into Russian and use in the sentences of your own the following expressions:**

The overall aim; to contribute; the formation of opinion of the electorate; media coverage; fair and objective reporting; information dissemination; the competing parties and candidates; a just allocation of broadcasting time; crucial; in the first instance; to ensure; to have access to the media; to influence the public opinion; a broadcaster; a voter; state-owned; the governing party; to report in smb's favour; to get exposure; under the guise; to misuse of government power; to allocate time and space; to permit paid advertising; election expenditures; strict limitations; opinion poll; defamation; publicly funded media; to have obligation; to communicate directly with the electorate on an equal basis; private media; to appear on the television; visuals; television newscasts; to contrive; paid spots; to contain issue information; conversely; to sway an election outcome; campaign hoopla.

### **III. Match the words with their definitions:**

1.manipulation	A. advertising whose central focus is the marketing of ideas, attitudes, and concerns about public issues, including political concepts and political candidates
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2.propaganda	B. a ban on political campaigning prior to a presidential or general election
3.political advertising	C. behaviour that influences someone or controls something in a clever or dishonest way
4.campaign silence	D. short periods between regular television or radio programmes that are used for advertising
5.electorate	E. a person or organization, as a network or station, that transmits radio or television programs.
6.opinion poll	F. an assessment of public opinion by questioning a representative sample, especially as the basis for forecasting the results of voting
7.hate speech	G. the body of all qualified voters
8.spots	h. speech that attacks a person or group on the basis of e.g. race, religion, gender; it is outside the law
9.broadcaster	I. information, especially of a biased or misleading nature, used to promote a political cause or point of view
10.television debates	J. contention in argument between candidates which is televised

## *Scanning*

### **Complete the sentences using the information and key expressions from the text:**

1. The overall aim of media coverage during elections campaigns is ...
2. Objective reporting and information dissemination can be achieved through such measures as ...
3. Propaganda may be disseminated under the guise of ...
4. The danger of misuse of government power for campaigning purposes can be limited if...
5. It is generally accepted that the publicly funded media have some obligation...
6. The private media have the right...
7. Television is widely regarded as...
8. To get exposure in television newscasts a candidate must...
9. Paid spots, on the other hand, contain...
10. Television debates between presidential candidates can...

### ***Grammar Focus (Passive / Active Voice)***

**I. Put the verb in brackets in the correct form. Explain your choice. Translate the sentences.**

1. Today, media\_\_\_\_\_ (consider) the fourth estate all over the world.
2. Saudi Arabia's king announced on Sunday, women \_\_\_\_\_ (give) the right to vote and stand in the next elections.
3. The media can be effective only if they \_\_\_\_\_ (be) accessible to a wide section of the population.
4. Technological advances in communication \_\_\_\_\_ (transform) the political process.
5. Incumbent Kibaki \_\_\_\_\_ (receive) the most coverage in all types of media in the last election campaign.
6. If no candidate reaches this mark in the first round, a run-off \_\_\_\_ (hold) on 24 August.
7. Diane James has promised to "fight hard" for local people if she \_\_\_\_ (elect).
8. The candidates for The London Region European Parliamentary elections \_\_\_\_\_ (announce) today.
9. In the 1983 general election the Labour party \_\_\_\_\_ (receive) its lowest vote share (27.6%) since 1918.
10. In his acceptance speech on the last night of the convention, Obama \_\_\_\_ (outline) the issues of his general election campaign.

**II. Look at the words printed in bold and say what function they serve in the sentence. Check yourself with the help of reference books.**

- for instance
- but
- whereas
- on the other hand
- conversely
- however

**Find the words above in the text. Translate the sentences. Use them in the sentences of your own.**

***Reading***

**Read the extract from *the Times* and find the parts that tell us that media has a great influence in campaigns and elections by dictating what candidates will get the most coverage.**

### **Bite-sized campaigners**



‘Negative advertising and negative campaigning works,’ Peter Jennings, chief ABC anchorman in New York. ‘We all like to say it doesn’t work and it’s really beneath contempt, as it is in many cases. But until American people either individually or as a whole reject negative advertising, I think that’s the way it’s going to go.’

The image of the candidate is so much more important in America than in Britain, because the combination of the greater size of the country and the much less cohesive party system means that in the early stages of the campaign, many candidates are relatively unknown.

I pressed the respected American columnist George Will on whether that meant that television impact now determined the choice of candidates. Was it a case of the more telegenic they were, the more chance they had of success?

‘No,’ he said, ‘whatever we’re getting from television it’s not glamour. Television is at best a terrible temptation, because you can get away with murder on it, by condensing your campaign into slogans. But television needn’t be quite as lazy or ignorant in doing it.’

Still, the absence of a national daily press cannot do other than enhance the importance of television in a presidential campaign.

Politicians themselves are critical of the way in which they feel the political agenda has shifted out of their control into the hands of the media manipulators and spin doctors.

Henry Kissinger, former Secretary of State was particularly unhappy: ‘The risk we’re running in our campaigns is that they’ve reached a stage where the media become a part of the electoral process.’

### ***After-reading questions***

#### **Discuss in the group the following questions:**

1. What media do you think the most reliable source of information during the election campaign (public or private)? Why?
2. Do media contribute to the formation of opinion of the electorate?
3. Does the media play a huge role in making candidates more personable and available?
4. Is it possible to limit the danger of misuse of government power for campaigning purposes? Can manipulation during the election campaign be eliminated?
5. Why is television regarded as the most important instrument for campaigning and communication to the voters?
6. Why is the mass media important to a candidate's campaign?



7. Why is the media often called the fourth branch of government (or "fourth estate")?
8. What laws and regulations concerning the media in elections campaign can help to ensure fair and objective reporting and information dissemination?
9. Can the televised debates between candidates drastically change the election results?
10. What forms of media do people tend to turn to during the elections?

**Write an essay on one of these topics:**

1. Paid media VS free media in shaping the political agenda.
2. The influence of negative campaign ads and mudslinging on the voter's opinion.
3. The media acting as a spotlight in elections.
4. Political Bias in Election Media Coverage.

**Watch the 2014 Primary Debates. Republican Candidates for the office of Superintendent of Public Instruction: Bill Winney, Jillian Balow, and Sheryl Lain debate in the Little Theater on the campus of Central Wyoming College on Tuesday, Aug. 12, 2014.**

[www.youtube.com/watch?v=lWXjLpJDwkc](http://www.youtube.com/watch?v=lWXjLpJDwkc)

**Make a report on the procedure and regulations of the debate.**

## UNIT III

# THE STAFF

### *Warm up*

**Work in a group. Look at the statements below and decide whether they are true or false.**

- A successful campaign can never be planned and carried out by one single person.
- Choosing the right group of people to prepare and run a campaign of any sort is among the most crucial strategic decisions you will have to take.
- The individuals that make up the campaign team need not all be from within the party. But, together, they must be capable of that which a solitary campaign manager simply is not: seeing, understanding and shaping the broader picture, both inside and outside the party.
- The best campaign team is a small campaign team.
- It is always necessary for the top candidate to personally take part in meetings of the campaign team.

### *Reading*

**Put the paragraphs of the text in the correct order.**

A. Campaigns are usually overseen by a campaign manager. The campaign manager coordinates the campaign making sure that the rest of the staff and the campaign's consultants are focused effectively on winning the election. In small local campaigns, the campaign manager will often be the only paid staff member and will be responsible for every aspect of the campaign that is not covered by the candidate or volunteers. In larger campaigns, such as a presidential campaign, hundreds of staff members will cover the required tasks. While campaign managers are often the lead strategists in local campaigns, in the United States larger campaigns hire consultants to serve as strategists and the campaign manager focuses mostly on coordinating the campaign staff. Campaign managers will often have deputies who oversee various aspects of the campaign at a closer level.

B. Directly below the campaign manager on the organization chart is the deputy campaign manager and directly below them are department directors who coordinate specific aspects of the campaign. These staff members often have deputies as well.

C. At the bottom of the totem pole are activists. Activists are the 'foot soldiers' loyal to the cause. Interns and volunteers perform the least glamorous tasks of the

campaign. These can include addressing envelopes, entering data into databases, and canvassing voters on behalf of the campaign.

D. Political campaign staff are the people who formulate and implement the strategy needed to win an election. Many people have made careers out of working full-time for campaigns and groups that support them, but in other campaigns much of the staff might be unpaid volunteers.

E. A campaign staff is a team effort. If the campaign works well together, it can have a major impact on the outcome of the election.

### ***Word Study***

**I. Read the text and find the English equivalents for the following:** Штаб избирательной кампании; определить и реализовать избирательную стратегию; выиграть выборы; следить за избирательной кампанией; руководитель избирательной кампанией; координировать штат; нанимать консультантов; быть ответственным за каждый аспект кампании; ведущий стратег; иерархия; ввод информации в базу данных; агитация избирателей.

**II. Translate from English into Russian and use in the sentences of your own the following expressions:** Political campaign staff; to make careers out of working full-time for campaigns; unpaid volunteers; to coordinate the campaign; to be focused effectively on winning the election; to cover the required tasks; to hire consultants; deputies; to oversee various aspects of the campaign; on the organization chart; at the bottom of the totem pole; the 'foot soldiers'; soldiers'; loyal to the cause; addressing envelopes, to enter data into databases; to canvass voters on; the outcome of the election.

### ***Word Building***

**Complete the table with words which their derivatives.**

Noun	Verb	Adjective
Campaign		
	Coordinate	
Canvassing		
Consultant		

	Cover	

## *Scanning*

**Complete the sentences using the information and key expressions from the text:**

1. Political campaign staff are ...
2. Campaigns are usually overseen by...
3. The campaign manager is responsible for...
4. Directly below the campaign manager on the organization chart is...
5. At the bottom of the totem pole are...

**Read the text and study the structure of the campaign organization. Make a list of functions each department fulfills:**

### **Departments and their respective purposes.**

#### Field department

The field department focuses on the "on-the-ground" organizing that is required in order to personally contact voters through canvassing, phone calls, and building local events. Voter contact helps construct and clean the campaign's voter file in order to help better target voter persuasion and identify which voters a campaign most wants to bring out on election day.

In addition to voter persuasion and voter identification, field staff will often provide information for the campaign headquarters as to what is going on in the communities they work in. Field staffers are the primary liaison between the campaign and local influentials such as interest group leaders and prominent community activists. Field departments are also often primarily responsible for the local distribution of "swag" i.e. lawn signs, bumper stickers, buttons, and other such materials.

#### Communications department

The communications department oversees both the press relations and advertising involved in promoting the campaign in the media. They are responsible for the campaign's message and image among the electorate. Press releases, advertisements, phone scripts, and other forms of communication must be approved by this department before they can be released to the public.

#### Finance department

The finance department coordinates the campaign's fundraising operation and ensures that the campaign always has the money it needs to operate effectively. The techniques employed by this campaign vary based on the campaign's needs and size.

Small campaigns often involve casual fundraising events and phone calls from the candidate to donors asking for money. Larger campaigns will include everything from high-priced sit-down dinners to e-mail messages to donors asking for money.

Legal department

The legal department makes sure that the campaign is in compliance with the law and files the appropriate forms with government authorities. In Britain and other Commonwealth countries, such as Canada and India, each campaign must have an official agent, who is legally responsible for the campaign and is obligated to make sure the campaign follows all rules and regulations. This department will also be responsible for all financial tracking including bank reconciliations, loans, and backup for in-kind donations.

Technology department

The technology department designs and maintains campaign technology such as voter file, websites, and social media. While local (County, City, Town, or Village) campaigns might have a volunteer who knows how to use computers, State and National campaigns will have Information Technology professionals across the state or country handling everything from websites to blogs to databases.

Scheduling and advance department

The scheduling and advance department makes sure that the candidate and campaign surrogates are effectively scheduled so as to maximize their impact on the voters. This department also oversees the advance people who arrive at events before the candidate to make sure everything is in order. Often, this department will be a part of the field department.

***Word Study***

**I. Translate from English into Russian**

The field department; "on-the-ground" organizing; canvassing; to construct and clean the campaign's voter file; to help better target voter persuasion; campaign headquarters; the primary liaison; lawn signs, bumper stickers, buttons; to oversee; to be responsible for the campaign's message; to be released to the public; to ensure; high-priced sit-down dinners; in compliance with the law; financial tracking including bank reconciliations, loans, and backup for in-kind donations; to maintain campaign technology; to handle everything from websites to blogs to databases; the scheduling and advance department.

**II. Match the two parts of the phrases:**

1. to focus	A. through canvassing, phone calls, and building local events.
2. to be	B. all rules and regulations
3. to be the primary liaison	C. on the "on-the-ground" organizing
4. to oversee	D. their impact on the voters

5. to personally contact voters	E. for all financial tracking including bank reconciliations, loans, and backup for in-kind donations
6. to design	F. between the campaign and local influential
7. to maximize	G. in compliance with the law
8. to be responsible	H. the press relations and advertising
9. to promote	I. the campaign in the media
10. to follow	J. campaign technology such as voter file, websites, and social media

### *After-reading questions*

#### **Read the text again and answer the questions:**

1. What is the primary task of the field department?
2. Why is voter contact so essential for the work of the election campaign staff?
3. How do field staffers contact voters?
4. What other responsibilities do field staffers have?
5. Which department oversees both the press relations and advertising?
6. What is Finance department busy with?
7. What fundraising events do campaigns involve?
8. Which department is responsible for all financial tracking including bank reconciliations, loans, and backup for in-kind donations?
9. Which department deals with handling websites, blogs, databases?
10. Why is scheduling important in the election campaign?

#### **Split into groups and discuss the following issues:**

- It is essential to gather a specialized and politically driven staff that helps run political campaigns in elections.
- Successful campaigns usually require a campaign manager to coordinate the campaign's operations.
- Activists are the 'foot soldiers' who are loyal to the cause. They are the true believers who will carry the run by volunteer activists.
- Political consultants advise campaigns on virtually all of their activities from research to field strategy.

# UNIT IV

## POLITICAL CAMPAIGN ADVERTISING AND ITS TECHNIQUES

### Part I. Political campaign advertising

#### *Warm up*

#### **I. Discuss the following questions in groups of three or four.**

1. Can TV advertising influence the choice of a voter?
2. What can help shape our opinion about a particular candidate?
3. What is meant by a “negative ad”?

#### **II. Group the following words from the text according to the part of speech. Which component of the word (the prefix, the root, or the suffix) shows its part of speech?**

voter frequently weakness evaluation negativity limitation conservative identify counterproductive distinctive advertisement criticize simply viewer strengths highly liberal

#### *Reading*

#### **I. Skim the text about political campaign advertising. Find the words above in the text.**

Political campaign advertising is aimed at informing voters about candidates' positions.

The most distinctive feature of contemporary political campaign advertisements is the negativity of their content. Political advertisers frequently engage in the so-called "comparative" advertising in which the opposing candidate's program and performance are criticized. Highlighting the opponent's weaknesses usually takes precedence over identifying the sponsor's program and strengths.

Both positive and negative advertisements play different roles in regards to candidate evaluation. Positive ads, which usually start at the beginning of a campaign, introduce a candidate through reinforcing his or her positive image and qualities. Instead of simply representing a candidate by their issues, a candidate is almost created as a character on the screen. These campaigns give the viewer an understanding of who the candidate is and who the candidate is trying to portray themselves as.

Negative or attack ads can shape attitude towards candidates. The limitation of this technique is that it can sometimes be highly counterproductive as ads turn out to harm the attacking candidate. Negative ads might create more thoughtful voters than positive ones, and contagion can push liberal voters to endorse more conservative views.

### *After-reading tasks*

#### **I. Insert the correct preposition where it is necessary.**

1. Political campaign advertising is aimed \_\_\_\_ informing voters about candidates' positions and affecting \_\_\_\_ the "preferences and participatory ethos of the electorate".
2. Political advertisers frequently engage \_\_\_\_ so-called "comparative" advertising.
3. Studies show that voting results are affected \_\_\_\_ voters' characteristics.
4. Instead \_\_\_\_ simply representing a candidate by their issues, a candidate is almost created as a character on the screen.
5. Negative or attack ads have been studied for their effects \_\_\_\_ memory and ability to shape attitude towards candidates.

#### **II. Look at the list of helpful word-combinations. Make up your own sentences. Present your ideas to the class.**

1. to inform voters about sth.
2. to criticize the opposing candidate's program
3. to highlight the opponent's weaknesses
4. to identify sb's strengths
5. to portray oneself as
6. to introduce a candidate
7. to give the viewer an understanding of a candidate
8. to harm a candidate
9. to shape attitudes

#### **III. Complete the ideas using the information from the text.**

1. The aim of political campaign advertising is...
2. The most characteristic feature of contemporary political campaign advertisements is...
3. Political advertisers often take part...
4. Both positive and negative advertisements play...
5. Positive ads introduce a candidate...
6. These campaigns give the viewer...
7. Attack ads can shape....



**IV. Find the English equivalents of the following Russian words. Consult the dictionary if necessary.**

качества, недостаток, оценка, неэффективный, понимание, превосходство, характерный (отличительный), сформировать, усилить (подкрепить), придавать большое значение

**V. Find the Russian equivalents of the following English words. Consult the dictionary if necessary.**

content, technique, to portray, to engage (in), contemporary, issues, liberal, attitude, contagion, to identify, performance

**VI. Compose questions to the underlined part of the sentence. Let your group mates answer them.**

1. Political campaign advertising is aimed at informing voters about candidates' positions.
2. The most distinctive feature of contemporary political campaign advertisements is the negativity of their content.
3. Political advertisers frequently engage in the so-called "comparative" advertising.
4. Highlighting the opponent's weaknesses usually takes precedence over identifying the sponsor's strengths.
5. Positive and negative advertisements play different roles.
6. Positive ads usually start at the beginning of a campaign.
7. These campaigns give the viewer an understanding of who the candidate is.
8. Negative ads can shape attitude towards candidates.
9. Attack ads can harm the attacking candidate.
10. Contagion can push liberal voters to endorse more conservative views.

**VII. Summarize the ideas of the text.**

## Part II Campaign Techniques

### Reading

A campaign team must consider how to communicate the message of the campaign, recruit volunteers, and raise money. Campaign advertising uses many techniques. These techniques are often combined into a formal strategy known as the campaign plan. The plan takes into account a campaign's goal, message, target audience, and resources available. The campaign tries to identify supporters and to get its message across.

### After-reading tasks

**I. In the passage find verbs that can be used with the following nouns. Write down the word combinations.**

a message, techniques, money, volunteers, ads, a story, communication, protests, leaflets

### II. Translate the sentences into English

1. В современном мире Интернет является очень мощным инструментом.
2. Они собираются завербовать новых волонтеров.
3. Их целевая аудитория – молодые люди около тридцати.
4. Его стратегия не была формальной.
5. Нам удалось определить наших сторонников.
6. Они рекламировали новый продукт, раздавая брошюры и листовки.
7. Цель этой кампании – собрать денежные средства для следующих выборов.
8. Команда профессионалов отвечает за лоббирование интересов этой партии.

### III. Match the two columns to get word combinations

1. target	A. consultant
2. formal	B. appearances
3. campaign	C. Element
4. political	D. audience
5. effective	E. plan
6. core	F. strategy
7. brief	G. tools

## ***Reading***

The most common techniques are:

### **1. Campaign advertising**

Campaign advertising is the use of paid media (newspapers, radio, television, etc.) to influence the decisions made for and by groups. Political consultants and the campaign's staff design these ads.

### **2. Media management**

The public media may run the story that someone is trying to get elected or to do something.

### **3. Mass meetings, rallies and protests**

Holding protests, rallies and other similar public events may be a very effective campaign tool. Holding mass meetings with speakers is powerful.

### **4. Modern technology and the Internet**

The Internet is now a core element of modern political campaigns. Communication technologies such as e-mail, web sites, and podcasts enable faster communication and deliver a message to a large audience. These Internet technologies are used for fundraising, lobbying, volunteering, community building, and organizing. Individual political candidates use the Internet to promote their election campaign.

### **5. Hustings**

The term may now refer to any event, such as debates or speeches, during an election campaign where one or more of the representative candidates are present.

### **Other techniques**

- Writing directly to members of the public (either via a professional marketing firm or by volunteers)

- By distributing leaflets or selling newspapers
- Through websites, online communities
- Through brief appearances in several small towns
- Organizing political house parties
- Using endorsements of other celebrated party members to boost support

Spending on political advertising has grown dramatically in recent years, and political campaigns increasingly adopt the language and techniques of marketing.

## ***After-reading tasks***

### **I. Explain the meaning of the following nouns with your own words.**

strategy, consultant, debates, volunteering, staff, lobbying

### **II. Look at the following helpful word combinations. Use them in your situation.**

To communicate the message of the campaign; to recruit volunteers; to raise money; to use many techniques; to identify supporters; to get its message across; to influence the decisions; to promote sb's election campaign; to adopt the language and techniques of marketing.

**III. Complete the sentences using the active vocabulary from the text.**

1. A campaign team must know how to...
2. They use many...
3. They have to take into account many things like....
4. The campaign tries to...

**IV. Act out a dialogue. Imagine you are the campaign's staff members. You have to promote some candidate's image and succeed at the elections. Outline the methods, techniques and strategies you would like to employ.**

**V. Reread the second part of the text and make a report on the topic: "The most common campaign advertising techniques".**

# UNIT V

## THE IMAGE OF THE CANDIDATE

### Part I A Politician's Image

#### *Warm up*

**I. What is “image”? Read one of the definitions. “Image is the general impression that a person, organization, or product presents to the public.” Do you agree?**

#### *Reading*

The popularity of politician often depends on the image he or she projects. Political candidates, therefore, use words, images and ideas to create their special image, hoping to influence voters and gain political power.

Politicians Work Hard to Create Their Images

(Nelma Toledo Mendonca)

A good image is very important for a political candidate to get elected. Nowadays, it is more important than ever. We usually make judgments about a person according to the way that he or she dresses, behaves, and expresses his or her opinions.

Knowing this, candidates, try to manipulate the electorate and show an image of themselves as if they really had that image. In order to get the vote, they do whatever they can to enhance their personal image.

They don't think it would be better being themselves. They try to present themselves as a perfect and idealized candidate.

Moreover, in many cases they hire experts on image to help them. The experts create for them an image that will be appreciated by a significant part of the electorate. For each different area of the city, state, or country, the candidate acts in an appropriate and specific way.

The objective is to please the highest number of people. Therefore, to get elected, the candidate will act in the most suitable way to convince the people that he/she is the best option.

However, there are people who don't believe in those created images. Usually, they have second thoughts about everything. They assess each candidate carefully in order to make the best choice.

#### *After-reading tasks*

**I. Skim the article by Nelma Toledo Mendonca from Brazil. What is the most suitable heading for the text? Support your choice with some arguments.**

- A. Politicians Hire Image-makers to Help Them Create Proper Images
- B. Politicians Work Hard to Create Their Images
- C. Politicians Need Good Images to Please the Electorate

**II. Now reread the text. Single out all the cases of the Infinitive forms. Translate the sentences.**

**GRAMMAR FOCUS: The Infinitive (инфинитив)**

The infinitive is a verbal form (a non-finite verb form) which consists of the base form of the verb with the particle "to": to do; to go; to play; to take; to break; to find.

They asked us to write a report. – Они попросили нас написать доклад.

His aim is to help you. – Его цель – помочь вам.

I need to talk to them. – Мне нужно поговорить с ними.

She went to London to study English. – Она поехала в Лондон, чтобы учить английский язык.

**III. Translate the following word-combinations into English.**

Нанимать специалистов по имиджу; сделать лучший выбор; получить “голос”; манипулировать избирателями; оценивать каждого кандидата очень тщательно; выражать свое мнение; вести себя наиболее подходящим образом; не верить в созданные образы.

**IV. Translate the following word-combinations into Russian.**

To please the highest number of people; to enhance one’s personal image; to make judgments about a person; to convince the people that he/she is the best option; to act in an appropriate and specific way; to be appreciated by a significant part of the electorate; to present themselves as a perfect and idealized candidate.

**V. Look at the list of helpful word-combinations. Summarize the ideas of the text making use of them. Present your report to your group-mates.**

- to get elected
- to get the vote
- to manipulate the electorate
- to enhance their personal image
- to please the highest number of people
- to assess each candidate carefully
- to make judgments about a person
- to hire experts on image
- to create an image
- to present oneself as a perfect candidate
- to act in an appropriate and specific way
- to be appreciated by a significant part of the electorate

- to convince the people that he/she is the best option
- to believe in created images
- to make the best choice

## **Reading**

### **Thinking about a Candidate's Image**

(José Guillermo Davila (Mexico))

Elections determine who will be our politicians. Nowadays people seem to be anxious to have a change and political parties know it. That's why they're trying to create a good image in order to get elected.

More than talking about political parties, we should talk about persons, the candidates. Political candidates go on TV talk shows to let the voters know what they are really like. Of course, we can see everything but that.

They seem to have a manipulating image and don't seem to be themselves. Some seem serious and formal; others seem fresh and young and talk with other words.

Seldom have I thought about this issue, the candidate image; but now I have to give it a second thought. Politicians don't try to get votes with their actions, with their background.

They try to get elected by enhancing their image and trying to create a bad image of their opponents and talking about their mistakes and things they did in the past as civil servants.

I know we are voting for a person, but I prefer to give my vote to the one with a good background. This is what it is all about: results. Good results talk about a good person.

Unfortunately, most people don't think like that. Chances are, we, as a country, have to work together to enhance the process before it becomes an obnoxious problem and just jabbering from the candidates. By no means can we let them get away with dealing with us as children. We have to break the stereotype of the politician as something untouchable, more than human, divine.

## **After-reading tasks**

### **I. Complete the sentences with the ideas from the text.**

1. In order to get elected politicians \_\_\_\_\_.
2. Political candidates go on TV talk shows \_\_\_\_\_.
3. Some politicians seem \_\_\_\_\_, but others seem \_\_\_\_\_.
4. Politicians try to get people's voices \_\_\_\_\_.
5. They want to be elected trying \_\_\_\_\_.
6. We should break the stereotype of politicians as \_\_\_\_\_.

## 2. Find the answers in the text.

- What is the author's attitude to politicians, their images, the way they try to be elected?
- What does the author prefer to do when giving his voice to some candidate?
- What matters to him most? Do you agree with such a viewpoint?

## *Reading*

**Read the text and insert the appropriate word.**

### **How Important is a Politician's Image?**

*hire deal level vital behave factor judgment even themselves*

1. The first image you give about yourself could affect a lot the way people will ..... with you. You might be welcomed by them and given their support, or rejected.

2. Thus, the first image is a very important ..... of success. If you are going to meet people in any social activity, have an interview for a job, or run for president, your first image that you give right away will play a ..... role in the results.

3. Therefore, many politicians who want to be elected try to create good images about ..... before they run for elections. Some of them ..... experts and consultants, and of course, that means paying a lot of money to be taught how to ..... during a TV interview, press conference, or other social activity to enhance their personal images.

4. In other words, those experts believe that a good or bad image create a good or bad ..... about a person. For this reason, they even teach the candidate the way to wear his clothes, the way to talk to others depending on the occasion or the ..... of the audience, and even the kind of perfume to use.

5. An expert says to his candidate, "To get elected, you have to pay attention even to the way you walk in front of TV cameras. You must appear on the TV with the image of yourself manipulated." These experts ..... teach the candidates how to smile in front of cameras.

6. Finally, the question that remains unanswered is, "Is the good image of the candidate worth spending so much money?"

## *After-reading tasks*

**I. Read the text. Fill in the gaps with the missing words.**

**II. Insert prepositions into the gaps.**



To have an interview ..... a job; to talk ..... others; to smile ..... front ..... cameras, ..... other words; to run ..... president; to depend ..... the occasion; to pay attention ..... something; to deal ..... people; to appear ..... the TV; to create a good image ..... oneself.

**III. Answer the following questions.**

1. Is a good image an important factor for success? Does it play a vital role in the results?
2. Why do many politicians hire image consultants?
3. What do the experts teach them? How do they help them?
4. “Is the good image of the candidate worth spending so much money?”

**IV. Choose the ideas from the text and complete the sentences.**

Experts teach politicians how to

- 1).....
- 2).....
- 3).....
- 4).....
- 5).....
- 6).....

**V. Summarize the key ideas and report them to the class.**

## Part II Image management

### *Reading*

#### **Why does image management matter in politics?**

Political propaganda and image management have always been present in democracies. Lincoln's portrait was doctored to elongate his neck; and a polio-stricken Franklin D. Roosevelt avoided being photographed in a wheelchair. So it should come as no surprise that today's political leaders seek to control how they are publicly viewed, whether this is Barack Obama choosing to smoke cigarettes in private, Vladimir Putin fishing while bare-chested or Stephen Harper cuddling kittens.

Projecting a desired public image requires information control. Politicians must be cautious because a single blunder can damage their career.

The political class is obsessed with reputation management as a means to advance a political agenda and to win elections. They recognize that voters place considerable emphasis on a leader's attributes. Indeed, the more media that electors are exposed to the more likely they are to prioritize leadership considerations. Image-makers are aware that electors often rely on cues, including impressions of a leader's personality traits. For instance, physical characteristics. A voter is more likely to support a leader with similar sociodemographic and ideological traits. Image makers are thus incentivized to use dirty tricks, stunts, and negative communication to improve public sentiment towards their client compared with his or her opponents.

Political celebrities who have an aptitude for media relations are in a better position to advance their agenda. Charisma is a natural communications talent that cannot be manufactured by image handlers in a free media system.

Charisma prompts followers to form an emotional connection with these superhumans and their idealized vision. This captivating magnetism is difficult to explain because it is an ephemeral and ambiguous concept. Charisma is a powerful human quality that distinguishes successful personality brands.

### *After-reading tasks*

**I. Read the text and find the answer to the question in the title.**

**II. Make sure you know how to pronounce the following words correctly.**

ambiguous, ephemeral, portrait, elongate, emphasis, agenda, enchanting, charisma, attributes, characteristics, concept, idealized, posit, guard, cognisant, incentivized

**III. Read the definitions and find the words that mean the same in the text.**

A. An error or fault resulting from defective judgment, deficient knowledge, or carelessness; a mistake

- B. A man of distinction, a famous or well-known person.
- C. A spiritual power or personal quality that gives an individual influence or authority over large numbers of people.
- D. Things to be done; a plan or list of matters to be acted upon.
- E. A person as an embodiment of a collection of qualities.
- F. Information, ideas, or rumors deliberately spread widely to help or harm a person, group, institution, nation.
- G. A person that leads.
- H. An occupation or profession, especially one requiring special training, following as one's lifework.

**IV. Parts of speech: consult the dictionary and fill in the table with the correct derivatives.**

Noun	Adjective	Adverb	Verb
communication		-	
	Emotional		
	Powerful		
personality			
	Successful		
management		-	
impression		-	
	Ideological		
	Political		
		-	explain

**V. Insert prepositions into the gaps. Compose your sentences including these word-combinations.**

To rely ..... sb/sth; to form an emotional connection ..... sb; to be obsessed ..... sb/sth; have an aptitude ..... sth; to place considerable emphasis ..... sth; to be exposed ..... sth.

**VI. Answer the following questions:**

1. What are the examples of successful image management that many political leaders resorted to?
2. What do many politicians use to advance their political agenda?
3. What do voters pay considerable attention to?
4. In what way can leaders' personality traits be important to the electorate?
5. What politicians are in a better position?
6. What is charisma according to the text? How does it help political leaders win elections?

**VII. Summarize the main ideas of the text. Report your story to the class.**

**VIII. The newspaper can be a great resource for exploring how an image works. Look through some newspapers/magazines for photographs of politicians. Clip one that interests you. Then write some adjectives to describe your view of the person in the picture.**

***Reading***

**A candidate's success**

A candidate's success is not based solely on his stance on major issues. Nor is it based just on his ability to generate enough revenue to run for office – though both are critical aspects of a campaign. Success depends on how the candidate comes across to voters – the image that the candidate projects. If a candidate appears dishonest, insincere or out of touch with voters, he is unlikely to win the presidency, even if his political platform is desirable. A successful campaign depends on organization, planning, communication, funding and a candidate's image, and sometimes even looks.

***After-reading tasks***

**I. In the passage find answers to the questions:**

1. What is a candidate's success based on?
2. What does a successful campaign depend on?

**II. What are the negative character traits mentioned in the extract? Add some more good and bad qualities that a candidate might have.**

- A candidate may be .....
- Sometimes candidates are .....
- People regard them as .....
- They are thought to be .....
- An ideal candidate should be .....
- A good candidate is considered to be .....
- A potential candidate is supposed to be .....

**III. Fill in the chart. Decide which qualities are positive or negative.**

Knowledgeable manipulative hypocritical bossy brainy ambitious candid daring determined gullible reserved sensible selfish zealous spineless tolerant timid stubborn opinionated

Good qualities	Bad qualities

**GRAMMAR FOCUS: Negative Prefixes (отрицательные приставки)**  
We add negative prefixes dis, in, un, im, il, ir to form some adjectives.

**IV. Form the antonyms using the negative prefixes. Consult the dictionary to check your knowledge of negative prefixes. What is the most/ least productive negative prefix that you have come across?**

organized, punctual, patient, sensitive, sociable, enthusiastic, attractive, eloquent, literate, honest, sincere, responsible, decisive, predictable, interested, reliable, mannerly, pleasant

**GRAMMAR FOCUS: The Complex Subject (сложное подлежащее с инфинитивом).**

Словосочетания to be likely переводится как вероятно, to be unlikely (= to be not likely to) – маловероятно, вряд ли

e.g. He is likely to know the truth about it. - Он, вероятно, знает правду об этом.

She is not likely/unlikely to win. – Вряд ли она выиграет.

**V. Complete the sentences paying attention to the Complex Subject construction. Make use of the adjectives from the previous texts.**

1. A potential candidate is unlikely to win the presidency if he is \_\_\_\_\_.
2. A potential candidate is likely to win the presidency if he is \_\_\_\_\_.

## Part III Good and bad presidential traits

### *Warm up*

**“Elections are won by men and women chiefly because most people vote against somebody rather than for somebody”. – Franklin Pierce Adams (1881-1960), journalist. Do you agree?**

### Reading

**I. Read the text. What are the qualities that make a good/bad presidential candidate?**

#### **Traits of Great Presidents**

What qualities make great presidential candidates? I suppose that the question would be answered differently by different people. Perhaps the answer would be different if you asked someone today, as opposed to asking someone 100 years ago. Despite the fact that circumstances change, there are traits that all great leaders should have.

While you may disagree with me, I believe that there are traits that all good presidential candidates should have: honesty, integrity, courage, and the willingness to listen to others. On the other hand, arrogance, greed, and an unwillingness to listen to the people are qualities that make a bad presidential candidate.

#### 1. Honesty

Honesty is one of the most important traits that a presidential candidate could have. The people have to be able to trust what they are telling them. An honest president would tell people the truth about what is really going on in the country. An honest president would not say that he was going to do one thing and then turn around and do something else.

If we don't have honesty in a presidential candidate, we can't make an informed decision about who we are voting for. If a president says that he will end an unpopular war, but doesn't do so, or says that he will not raise taxes, or cut spending, and doesn't do so, then we voted for them under false pretenses. While there may be circumstances that a candidate doesn't know about when they are campaigning that may force them to change their mind later, but a candidate should do the best that they can to keep their promises.

### ***Talking Points***

- Why is it relevant for any politician to be honest?
- How often do you change your mind?
- Do you always keep your promises?

- Do you know any presidents or politicians famous for their honesty?

## 2. Integrity

In addition to being honest, the ideal political candidate should also have integrity. A president with integrity is going to do the right thing, even when it is difficult, or it won't benefit him personally. Integrity is a very rare trait in people these days. It seems like it is even rarer in a presidential candidate (or a president).

Many of the complaints that people have about their presidents have to do with a president's integrity. While many people respect Ronald Reagan as a president, the Iran-Contra affair will always be a black mark on his presidency. Nixon will always be remembered for the Watergate scandal, which sent several people to jail, and caused people to lose faith in the office of the president.

### *Talking Points*

- What do you understand by the word 'integrity'?
- Is it a rare quality nowadays?
- Choose the examples when the presidents made the mistakes.
- What is meant by "It will always be a black mark on his presidency"?
- What makes people lose faith in the office of the president?

## 3. Courage

It takes a lot of courage to be a good president. A president will have to face leaders that don't exactly have the country's best interests at heart. He will also have to make tough decisions that will affect millions of people. Some of the choices that he will have to make won't be very popular. It takes courage to deal with these situations.

### *Talking Points*

- Have you ever had to make tough decisions?
- Did it take courage to deal with the situation?
- What problems do some of the country's leaders face?
- Do politicians always make popular choices?

## 4. Willingness to Listen to Others

Presidents need to be able to listen to others. This can be more difficult to do once you become president, so it is a trait that they need to develop before they are elected. The president of the country will be surrounded by people that will try to please him. They're going to be tempted to tell him what he wants to hear. It's vitally important that the president pick out good cabinet officials that can tell him what he needs to hear and are honest and up front. In order for them to be of use to him, he's going to have to actually meet with these people.

A president is going to have a hard time getting out and actually talking to ordinary people. While he might be able to get a sampling of what ordinary people think by asking his advisors, reading some of his mail, or holding a few town hall style meetings, most of what he hears is going to come from his advisors. He needs to

choose these people wisely; he needs to meet with them regularly, and he should actually listen to them. Hiring a bunch of yes-men for the job is a bad idea.

### ***Talking Points***

- What traits must a candidate develop before the elections?
- Why is it vital to be able to listen to others?
- Why is it a bad idea to hire a bunch of yes-men for the job?
- Do candidates have to meet with ordinary people regularly?
- How should candidates choose their advisors?
- When is a candidate having a hard time?

### **Bad Presidential Traits**

There are some traits that are quite undesirable in a president. Arrogance. Greed. Thinking that he knows better than ordinary people about how they should live their lives. These are traits that end up hurting the country, and are often the cause of presidential scandals.

We all know about recent presidential scandals. In most cases, scandals are caused by character flaws in the President.

While a president may enjoy special privileges because of his office, he should remember that he is a servant of the people, and not their master. Excessive vacations, excessive spending during times of economic turmoil, and a haughty attitude are not appreciated by the voters.

While we the people should have a president with good character traits, they are often hard to find. I'm not sure whether this is a flaw in our society, and there is a lack of good people out there, or if all the good people are too busy doing other things to serve the people in the government. While the issues matter, character matters as well.

### ***Talking Points***

- What traits are undesirable in a president?
- What traits in a president are not appreciated by voters?
- What traits may be the cause of presidential scandals?
- Do you agree that character flaws can cause some scandals?
- What kind of privileges do presidents enjoy?
- Is a president people's master or servant?

### ***After-reading tasks***

**I. Talking points (See above.)**

**II. Choose five top qualities a prospective candidate should possess. Mind the part of speech.**



1. For a candidate it is important to be.../ A candidate who wants to be elected must be...
2. A potential candidate must possess.../Anyone who wants to be elected must have...

**III. Mark these compound adjectives them with “+” if you believe a candidate must be such a person, mark them with “-“ if you think a candidate must not be like this.**

Strong-willed, hard-working, two-faced, thick-skinned, open-minded, self-confident, outgoing, career-oriented, faint-hearted, good-natured, level-headed, light-hearted, lily-livered, narrow-minded, quick-witted, self-assured, self-confident, self-seeking, open-handed, strong-minded, well-mannered, well-bred, well-balanced, tight-lipped, tight-fisted

**IV. Pair work.**

1. Together with your dialogue partner discuss the character traits necessary to become a potential leader. You have a few potential candidates to choose from. Make a list of the character traits you would like/would not like an ideal candidate to be like.
2. Person 1 thinks character traits matter much. Person 2 – supposes only the platform is of any importance. Disagree with your dialogue partner. Try to convince Person 2 that he/she is not right.

**V. Write an essay / prepare a monologue on the topic “An ideal candidate for presidency”.**

## Part IV Election promises

### Reading

#### Broken Promises

OKAY, SO I LIED  
- GET OVER IT!



An election promise is a promise made to the public by a politician who is trying to win an election. They have long been a central element of elections and remain so today. Election promises are also notable for often being broken once a politician is in office.

Election promises are part of an election platform, but platforms also contain vague ideals and specific promises. They are an essential element in getting people to vote for a candidate. For example, a promise such as to cut taxes or to introduce new social programs may appeal to voters.

The public perceive that a great number of election promises are broken. Many regard this as a severe issue that disaffects people from the entire political process, increasing apathy and lowering voter turnout. Election promises have been broken for as long as elections have been held and this is likely to continue.

There are strong pressures on politicians to make promises which they cannot keep. A party that does not make exaggerated promises might appear unambitious and uninteresting to voters compared to the one that does. Sometimes this can give the exaggerating party an advantage over the truthful one. Thus almost all parties continue to promise lower taxes, more social programs, and a balanced budget. Promises are usually based on the rosier of possible futures and a strong economy.

Actual government planning done by bureaucrats generally plans for the worst possible future, but any politician that would plan in this manner would have a platform that is far less attractive than that of their opponents.

The constant stream of broken promises has annoyed many voters and politicians have responded with techniques to make their promises more believable. Also popular is setting a more specific time for when promises will be implemented, with politicians listing what they will do in their first week or first hundred days in office.

When promises are to be broken, all politicians know it is best to do so at the start of a term. Thus, the first budget is the one most likely to see unexpected tax hikes or slashed spending. The hope is that by the time the next election occurs in a few years' time, the anger of the electorate will have faded.

Similarly politicians often save popular, but relatively unimportant promises, for the end of their term to be implemented just before they are up for reelection while the electors still remember them.

### After-reading tasks

**I. Pronounce the words correctly. Make sure you know what they mean.** vague specific essential perceive pressures exaggerated opponents bureaucrats politician occurs anger electorate implement budget apathy truthful reelection entire

**II. Translate the following word-combinations into Russian:**

The constant stream of broken promises; to do something at the start of a term; a far less attractive platform; an essential element; the rosiest of possible futures; to disaffect people from the entire political process; to make one's promises more believable; to appear uninteresting to voters; to see unexpected tax hikes; to set a specific time; to appeal to voters.

**III. Match the verbs and their definitions; find the verbs in the text and read out the sentences.**

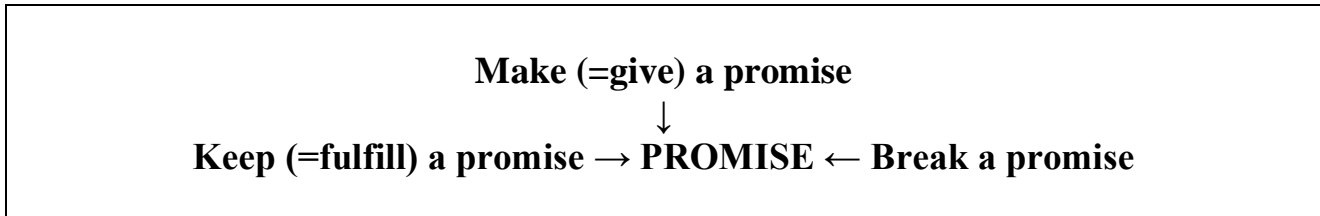
Verb	Definition
1. Annoy	A. to happen, to take place
2. Appeal	B. to bring (something, especially a product or a concept) into use or operation for the first time
3. Contain	C. to become aware or conscious of something; to come to realize or understand.
4. Exaggerate	D. to make someone a little angry; to irritate
5. Increase	E. to become or make greater in size, amount, or degree.
6. Introduce	F. to put (a decision, plan, agreement, etc.) into effect
7. Implement	G. to represent something as being larger, better than it really is
8. Occur	H. to say something in reply
9. Perceive	I. to be attractive or interesting
10. Respond	J. to have or hold something within; to be made up of a number of things

**IV. Insert the verbs from the left column into the gaps. Mind the verb forms and tenses.**

1. The decision really \_\_\_\_\_ them. 2. His cheerfulness has always \_\_\_\_\_ me. 3. The ranges of topics will \_\_\_\_\_ to youngsters. 4. Cigarettes are thought \_\_\_\_\_ many harmful substances. 5. I could not sleep for three days – I am not \_\_\_\_\_. 6. They want to \_\_\_\_\_ awareness of

social issues. 7. Measures were \_\_\_\_\_ to help families with children. 8. He \_\_\_\_\_ a new economic plan. 9. They have elaborated the scheme to \_\_\_\_\_ student loans. 10. The accident \_\_\_\_\_ at about 3.30 p.m. yesterday. 11. He was quick to \_\_\_\_\_ that there was little future in such arguments. 12. "It's not part of my job," Belinda \_\_\_\_\_.

**V. Look at the box.**



**Fill in the gaps with the correct forms of make/give/keep/fulfill/ break a promise.**

1. If you can't \_\_\_\_\_ your promises, you shouldn't \_\_\_\_\_ them in the first place.
2. It's very easy to \_\_\_\_\_ a promise, but sometimes not so easy to \_\_\_\_\_ it.
3. Throughout life, there are times when promises are \_\_\_\_\_, for varying reasons.
4. He also \_\_\_\_\_ to end the war in Iraq, an issue that dominated the 2008 campaign.
5. President Obama refused to admit that he \_\_\_\_\_ his promise to get an immigration bill passed in his first year in the office.
6. There are strong pressures on politicians to \_\_\_\_\_ promises which they cannot \_\_\_\_\_.

***Talking Points***

- Do you always keep the promises you make?
- Have you ever broken any promise?
- Do you often give promises you cannot fulfill?
- What makes you break your promise?

**VI. Look through the text once again. Match the parts to get word-combinations.**

1. to have	A. a specific time
2. to introduce	B. a balanced budget
3. to promise	C. taxes
4. to promise	D. an advantage

5. to contain	E. apathy
6. to set	F. new social programs
7. to cut	G. lower taxes
8. to annoy	H. vague ideals
9. to give	I. a platform
10. to increase	J. many voters

**Use the word-combinations in the sentences of your own.**

**VII. Answer the following questions using the word-combinations from the previous exercises.**

- 1.) What do politicians' platforms contain?
- 2.) What do they usually promise?
- 3.) What are popular promises they make?
- 4.) Do they always implement and keep their promises?
- 5.) Why do they often break their promises?
- 6.) What is the electorate's reaction when the promises are broken/to broken promises?
- 7.) What are politicians' promises usually based on? (Choose the information from the text.)

**VIII. Summarize the text. Report it to your group-mates.**

# GLOSSARY

## ELECTION TERMS

### A

**absentee ballot:** A vote cast by someone who cannot reach a polling station. Can be postal or by proxy.

**agent:** A person who represents candidates in their dealings with the electoral authorities and runs their campaigns.

### B

**ballot:** a piece of paper listing the candidates running for office. A ballot is used to cast a vote.

**ballot box:** a sealed box with a slit in the lid, into which voters place their ballot papers.

**battlebus:** a vehicle used by a party to transport its leader or other senior figures around the country to rallies or to meet the people.

### C

**campaign:** a series of political actions (like advertisements, public appearances, and debates) that are used to help a candidate get elected to office.

**candidate:** a person who is running for an office.

**canvassing:** during a campaign, active supporters of a party ask voters who they will vote for and try to drum up support for their own candidates.

**caucus:** an informal meeting at which potential voters and candidates (or their representatives) talk about the issues and their preferred candidate, and then decide which candidate they support and which delegates to send to their political party's convention (in the USA).

**coalition:** when two or more parties govern together, when neither has an overall majority.

**congressional district:** an area within a state from which a member of the House of Representatives is elected (in the USA).

**constituency:** the geographical unit which elects a single MP, MSP, AM or local councilor (in the UK).

### D

**debate:** a formal, public political discussion involving two or more candidates for office; in a debate, candidates state and defend their positions on major issues. Debates are often held in public places or are broadcast on radio, TV, and/or on the Internet.

### E

**election:** a process in which people vote to choose a leader or to decide an issue.

**election expenses:** candidates are only allowed to spend a limited amount of money on their individual campaign; accounts must be submitted after the poll proving they did not exceed this limit.

**electoral register:** a list of all those in a constituency entitled to vote; also known as the electoral roll.

**exit poll:** a poll asking people how they have voted just after they have left the polling station.

## **F**

**front runner:** a front runner is the political candidate who looks as though he/she is winning.

**franchise:** the right to vote (the UK); now available to those over 18 and on the electoral register.

## **G**

**gain:** if a party wins a seat that it did not win at the last general election this is described as a "gain".

## **H**

**hanging chad:** a chad is a tiny bit of paper that is punched from a ballot using a punch-type mechanical voting machine. A hanging chad is a chad that did not completely detach from the ballot. When there is a hanging chad, that vote may not be counted correctly.

**hold:** if a party wins a seat that it won at the previous general election this is described as a "hold".

**hung parliament:** if after an election no party has an overall majority, then parliament is said to be "hung". The main parties will then try to form a coalition with one or more of the minor parties.

## **I**

**incumbent:** a person who is currently in office.

**independent:** a person who is not associated with any political party.

## **L**

**landslide:** the name given to an election which one party wins by a very large margin.

## **M**

**majority:** more than half of the votes.

**manifesto:** a public declaration of a party's ideas and policies, usually printed during the campaign. Once in power, a government is often judged by how many of its manifesto promises it manages to deliver.

**matching funds** : public money that is given to presidential candidates in an amount equal to the amount that they have raised privately.

## N

**negative ads** : political advertisements that attack a candidate's opponent, often trying to destroy the opponent's character.

**nomination papers**: a candidate must be nominated on these documents by voters living in the constituency.

## O

**opinion poll**: a survey asking people's opinion on one or more issues. In an election campaign, the key question is usually about which party people will vote for.

**opposition**: the largest party not in government is known as the official opposition. It receives extra parliamentary funding in recognition of its status.

## P

**platform**: a formal written document that states a political party's stances on important issues and its goals for the future.

**party election broadcast (PEB)**: Broadcasts made by the parties and transmitted on TV or radio.

**political party**: an organized group of people with common values and goals, who try to get their candidates elected to office.

**politician**: a person who is running for office or has won an election and is already in office.

**poll**: a survey of people (usually voters) that is taken to find out which candidate or issue they might vote for.

**polling clerk**: the person in the polling station who checks the electoral register to verify that the voter is eligible to cast his vote and at that particular polling station.

**polling day**: election day.

**polling station**: location where people go to cast their votes.

**postal vote**: people unable to get to a polling station are allowed to vote by post if they apply in advance. They are also allowed a proxy vote.

**presiding officer**: the person responsible for ensuring the conduct of the ballot in polling stations (the UK). They have to ensure that ballot boxes are kept secure and are responsible for transferring them safely to the count.

**protest vote**: a vote for a third party candidate (who is not likely to win) that is meant to show displeasure with the mainstream candidates or parties.

**proxy vote**: people unable to get to a polling station are allowed to appoint someone to vote on their behalf if they apply in advance. They are also allowed a postal vote.

**psephology**: The study of voting and voting patterns.



## R

**recount:** if a result is close, any candidate may ask for a recount.

**robocalls:** automated phone calls to canvas voters, often using famous actors' voices.

## S

**soapbox:** famously used by John Major in 1992 to address crowds of voters as he travelled around the country.

**spin:** the attempt to place a favourable interpretation on an event so that people or the media will view it in that way. Those performing this act are known as spin doctors.

**spoiled ballots:** ballot papers which have been filled in incorrectly.

**swing:** the transfer of votes from one party to another.

## T

**tellers:** representatives of parties who wait outside polling stations and ask people for their number on the electoral roll; this is to help the parties ensure all their supporters have voted; tellers have no official status and no-one is obliged to give them any information.

**turnout:** the number or percentage of people eligible to vote who actually do so.

## V

**voter:** a citizen who has a legal right to vote.

## W

**win:** rather than "gain" or "hold", this term is used to describe the party that wins the most votes in the following constituencies.

# ACTIVE VOCABULARY: WORDS AND WORD COMBINATIONS

## Running for election

- conduct/hold an election/a referendum
- (especially North American English) run for office/election/governor/mayor/president/the White House
- (especially British English) stand for election/office/Parliament/the Labour Party/a second term
- hold/call/contest a general/national election
- launch/run a presidential election campaign
- support/back a candidate
- seek/drum up electoral support ( in a bid to win political office)
- sway/convince/persuade voters/the electorate

- formation of opinion of the electorate
- appeal to/attract/woo/convince/target (North American English) swing voters/(British English) floating voters
- stand on a soapbox/ in the US on the stump
- promote one's manifesto, platform, planks, stances
- fix/rig/steal an election/the vote
- run-up to an election
- speaking tour, speeches, debates, walkabouts, rallies, baby-kissing
- walk about in a crowd
- glad-hand people
- campaign trail
- media coverage/ fair and objective reporting/ information dissemination/ a just allocation of broadcasting time
- competing parties and candidates
- hire political campaign staff/ consultants
- coordinate the campaign
- be focused on winning the election

## **Voting**

- go to/be turned away from (especially British English) a polling station/(North American English) a polling place
- cast a/your vote/ballot (for somebody)
- vote for the Conservative candidate/the Democratic party
- mark/spoil your ballot paper
- count (British English) the postal votes/(especially North American English) the absentee ballots
- go to/be defeated at the ballot box
- get/win/receive/lose votes
- get/win (60% of) the popular/black/Hispanic/Latino/Muslim vote
- win the election/(in the US) the primaries/a seat in Parliament/a majority/power
- elect/re-elect somebody (as) mayor/president/an MP/senator/congressman/congresswoman
- lose an election/the vote/your majority/your seat
- win/come to power in a landslide (victory) (= with many more votes than any other party)

## **Taking power**

- be sworn into office/in as president
- take/administer (in the US) the oath of office
- swear/take (in the UK) an/the oath of allegiance
- give/deliver (in the US) the president's inaugural address
- take/enter/hold/leave office
- appoint somebody (as) ambassador/governor/judge/minister
- form a government/a cabinet
- serve two terms as prime minister/in office
- form opposing blocks and alliances

**Split into two groups. Write an election word for each letter of the alphabet (or as many as you can). The group that has written more words scores.**

# Supplement

## Test 1

Fill in the blank spaces to complete the sentences. Choose the words from the Word Bank.

*Word Bank: candidates, challenger, citizens, constituents, incumbent*

1. People who are running for election for a position in government are called \_\_\_\_\_.
2. The elected official currently in office that is up for re-election is called the \_\_\_\_\_.
3. The person seeking to be elected in an election but does not currently hold the job is called the \_\_\_\_\_.
4. One thing all people running for election to a government office have in common is that they are all \_\_\_\_\_.
5. All the voters in a particular district are called \_\_\_\_\_.

## Test 2

1. Senator Greenbanks has yet to confirm the rumours that he intends to\_\_\_\_ president.  
A run for      B run at      C run to      D run into
2. What's Barak Obama's \_\_\_\_\_ ( = position) on the war in Iraq?  
A announcement B stance C platform D distance
3. In the weeks leading up to the election, supporters of the various parties are out on the streets \_\_\_\_\_ to get their candidate elected.  
A inciting B persuading C campaigning D encouraging
4. Core \_\_\_\_\_of the platform include the economy, the environment, social justice, and foreign policy.  
A issues    B questions    C principles    D planks
5. Yesterday there was also the Candidates \_\_\_\_\_– a chance for the public to hear the candidates speak on their policies and take hard-hitting questions from the audience.  
A performance      B soapbox      C presentation      D interview