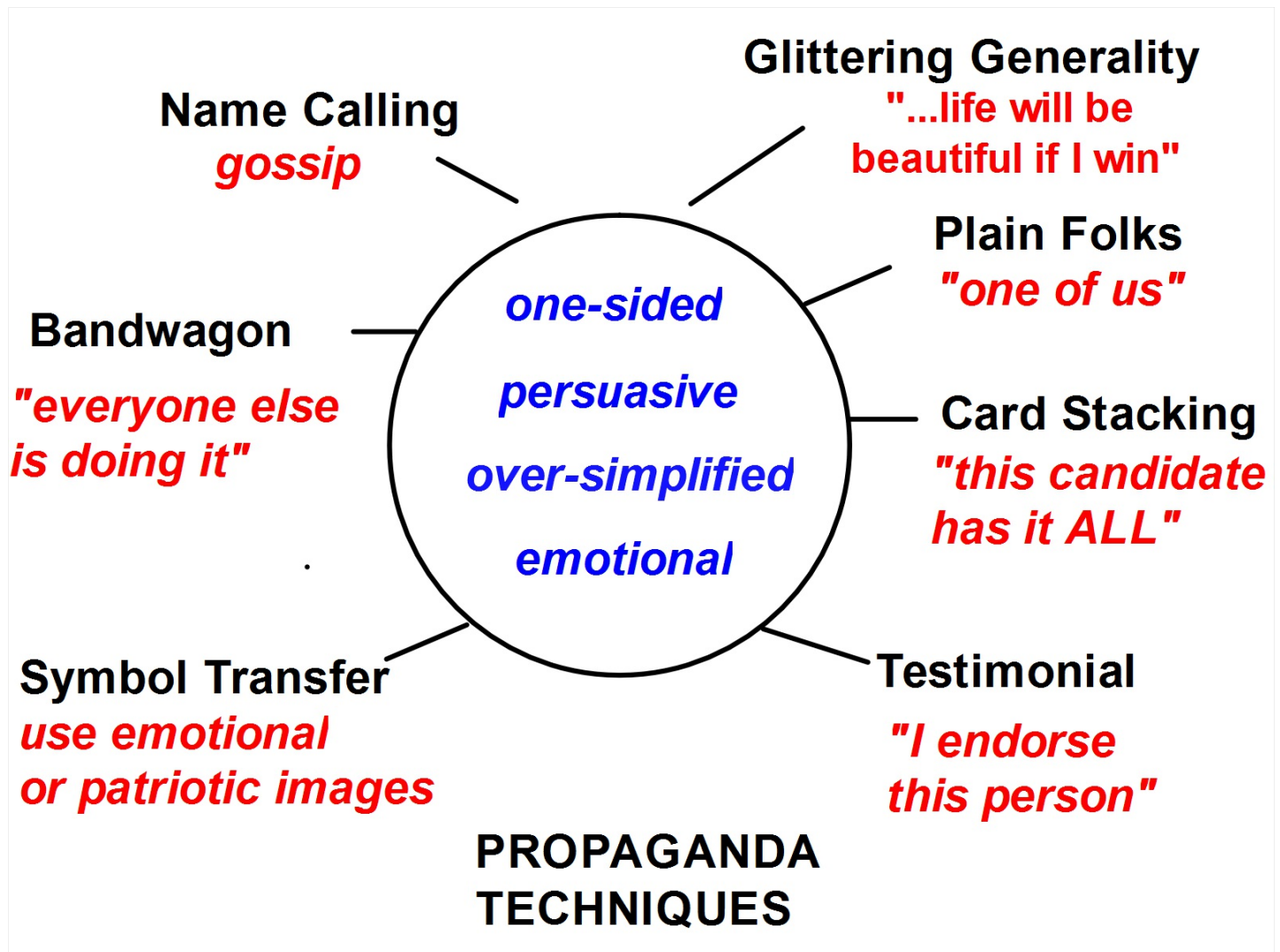
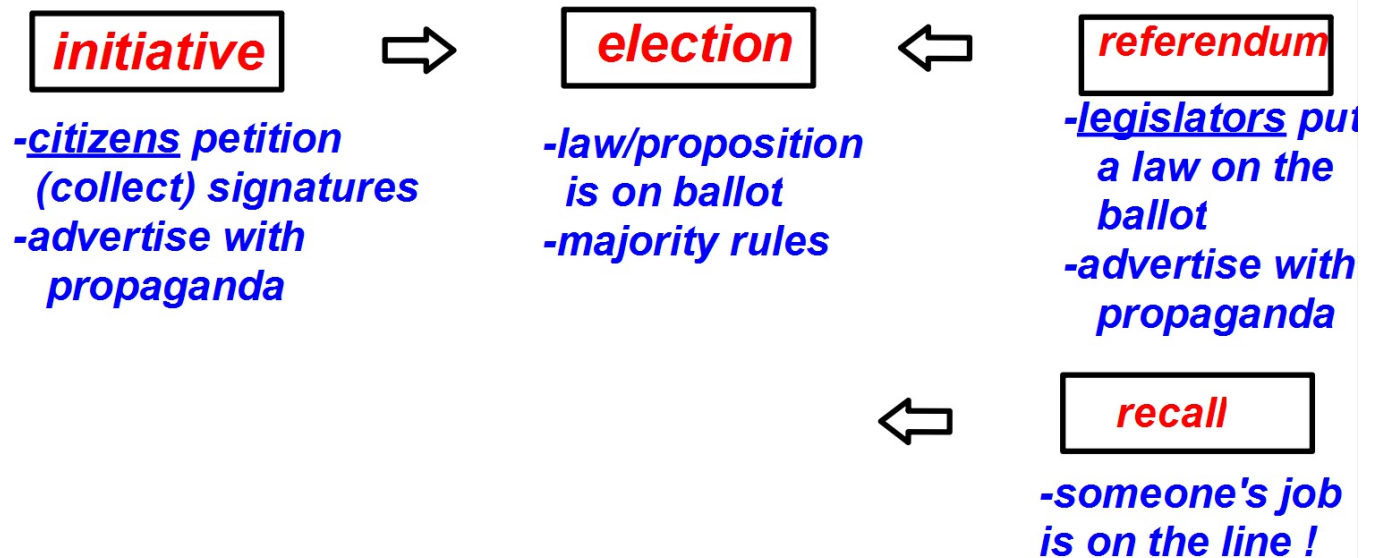
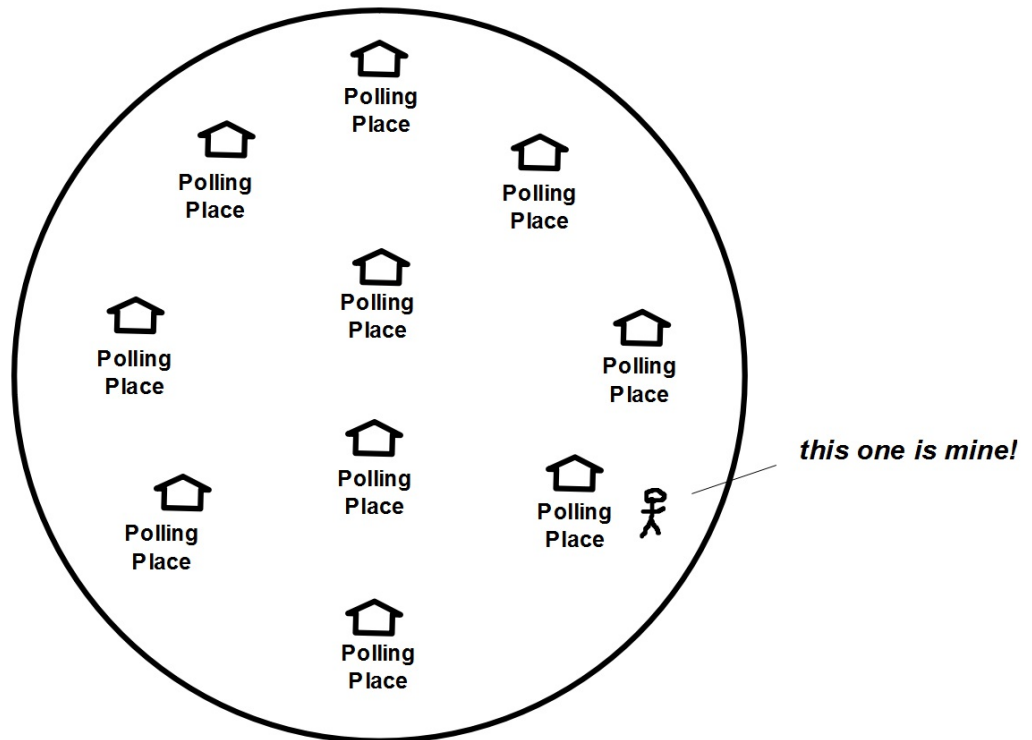


PROPAGANDA TECHNIQUES



How State Laws & Issues Are Put on a Ballot





A Voting Precinct



"Winner-take-all"
(Presidential elections only)

Two types of voting

Majority Rules

The voters cast the votes
(ex: SGA elections)

All laws and most politicians
on the ballot are chosen this
way

Direct system of voting

Winner Take All

The electoral college
casts the votes

ONLY the President and
Vice President are
chosen this way

Indirect system of voting

Platform (list of beliefs)

1. Plank (gun control)
2. Plank (environment)
3. Plank (social programs?)
4. Plank (military spending)
5. Plank (immigration)
6. Plank (...)

other plank items: taxes, welfare, size of government, racism, insurance costs, etc.

Third Parties

Libertarian

- Johnson/Weld
- Personal freedoms, small govt
- Fewer expensive social programs

Green

- Dr Stein/Beraka
- Nonviolence, equality
- Environmental/global concerns

Primary Election

- A few months before the general
- Some states are 'closed'; some are 'open.'
- The purpose is to get your "team" ready

General Election

- Federal, State, and 'local' issues
- You can vote on everything or just one race
- Some people vote "on one issue or straight ticket"