

For use with "A Day on the Campaign Trail" on p. 14 of the magazine

QUIZ

A Day on the Campaign Trail

Choose the best answer for each of the following questions.

CHECK COMPREHENSION

- 1. According to the article, presidential candidates have recently been campaigning hard in New Hampshire because that state**
 - a holds an early caucus.
 - b holds the nation's first primary election.
 - c has a large number of electoral votes.
 - d has the nation's second-largest population.

- 2. Carly Fiorina believes that her background as a _____ has prepared her well for the presidency.**
 - a U.S. senator
 - b small-business owner
 - c chief executive of a big company
 - d big-city mayor

- 3. What does the article describe as "classic New Hampshire politics"?**
 - a town hall meetings
 - b campaign dinners hosted by wealthy supporters
 - c big stadium speeches
 - d negative advertising in which candidates attack one another

- 4. Which of these is the best example of "retail politics"?**
 - a A candidate buys a full-page ad in a major newspaper.
 - b An organization donates to a candidate's campaign.
 - c A candidate talks with a handful of voters over lunch.
 - d A candidate makes a YouTube video about his goals.

ANALYZE THE TEXT

- 5. The author's main purpose in the article is to**
 - a show how candidates campaign face-to-face.
 - b weigh Fiorina's prospects for winning the election.
 - c explore how modern technology has revolutionized the campaign process.
 - d compare Fiorina with other candidates.

- 6. The phrase "campaign trail" is an example of**
 - a irony.
 - b metaphor.
 - c alliteration.
 - d hyperbole, or exaggeration.

- 7. Which conclusion can you draw from the article?**
 - a The notion of campaigning for the presidency didn't emerge until the mid-20th century.
 - b Local campaigning has largely been replaced by national media appearances.
 - c Other candidates are using local campaign strategies similar to those Fiorina is using.
 - d Fiorina prefers not to use social media in her campaign.

- 8. Select the sentence from the text that best supports your answer to question 7.**
 - a "Thanks to social media, that nationalization of a local interaction now happens almost instantaneously."
 - b "New Hampshire is crawling with presidential candidates . . . giving speeches, attending meetings at schools and churches, and holding forums . . ."
 - c "She would do weekly radio addresses."
 - d ". . . she's lagging behind several higher-profile candidates."

IN-DEPTH QUESTIONS Please use the other side of this paper for your responses.

- 9. Based on evidence in the text, what do you think a "stump speech" is?**

- 10. Of the various ways of campaigning mentioned in the article (town hall meetings, speeches, media appearances, social media, etc.), which ones do you think best allow undecided voters to get information about a candidate? Explain.**