



More Election Lingo

Here are 10 more terms you'll be hearing a lot more as the election heats up

BALANCING THE TICKET

When a presidential candidate chooses a vice presidential running mate whose qualities balance out the nominee's perceived weaknesses. For example, Barack Obama, who was seen as young and relatively inexperienced, chose veteran senator Joe Biden of Delaware as his running mate in 2008. By contrast, longtime senator John McCain chose a first-term Alaska governor Sarah Palin as his running mate in 2008.

BLUE COLLAR/WHITE COLLAR

Blue collar refers to people who do factory work or some other kind of manual labor. *White collar* refers to people who do non-manual work, usually in an office setting. The terms date back to a time when people who did manual labor often wore blue work shirts, and office workers wore white, button-down shirts with neckties and jackets. The two groups often have different views on key issues, particularly social and economic ones. The trick for candidates is to appeal to both without upsetting either one.

COATTAILS

Enthusiasm for a popular candidate at the top of a ticket that carries over into other races lower down on the ballot.



MONEY RACE

The intense competition to raise campaign funds. Running for president is very expensive: Campaigns spend massive amounts of money on advertising—on TV, online, and on the radio. As of July, Trump's campaign had raised about \$125 million, compared with Clinton's, which had raised \$315 million. (Trump, a billionaire, largely used his own money during the primaries, so his campaign began fund-raising later in the process.)

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Election Lingo (continued)

LOBBYISTS

Paid “influencers” who try to convince public officials to support their agendas. Lobbyists for, say, colleges might try to convince Congress to give more money to—you guessed it—colleges. Corporations and unions, liberal and conservative groups, each of the 50 states, and foreign countries all have lobbyists advancing their interests in Washington and state capitals. The term originated in London in the 1800s, when people would corner members of Parliament in the lobby of the House of Commons.

POLITICALLY CORRECT

To be politically correct means to avoid language or actions that might offend certain groups of people, like minorities or women. That may sound like a good thing, but the term is usually used in a negative way, to suggest that a speaker is sugarcoating the truth or censoring himself or others.

POPULAR VOTE

Votes cast by the general voting population. (The word *popular* comes from the Latin term *populus*, meaning “the people.”) In U.S. presidential elections, the term *popular vote* refers to the total number of votes cast for each candidate on Election Day. The presidency is decided, however, by the electoral vote.

PUSH POLLING

A controversial practice in which seemingly unbiased telephone pollsters try to influence voters, either by praising the political candidate they endorse or slandering that candidate’s opponent.

THIRD-PARTY CANDIDATE

A person running for office representing a group other than the Democratic Party or the Republican Party, the two major U.S. political parties.

TICKET-SPLITTING

When a voter chooses different parties for different political offices. In presidential election years, for instance, candidates for the presidency, the Senate, the House of Representatives, and state and local government roles all appear on the same ballot. A voter who chooses Democratic Party candidates for some offices and Republican Party candidates for others is casting a split ticket. (By contrast, when someone chooses the same party for every office on a ballot, it’s called a straight ticket.)

Questions

1. Do Donald Trump’s and Hillary Clinton’s choices for running mates “balance their tickets”? Explain.
2. Why is fund-raising so important to presidential candidates?
3. What is a third-party candidate, and why do you think so few of them run in presidential elections?
4. What’s the difference between the popular vote and the electoral vote? Which do you think should decide U.S. elections?
5. Do you think of political correctness as a good thing or a bad thing? Explain.