

Vocabulary – Chapter 10

plurality	The largest number of votes in an election. In elections with more than two candidates, the winner by a plurality may receive fewer than 50 percent of the votes cast.
winner-take-all system	An electoral system that awards offices to the highest vote-getters without ensuring representation for voters in the minority. Under this system a slim majority of voters can control 100 percent of elected offices.
primary election	An election in which voters determine their political party's nominee for an elective office.
general election	An election in which voters choose among candidates from different parties to fill an elective office.
caucus	A meeting of party members to choose party officials or nominees for elective office.
party base	Political activists who embrace the core values of their party and are more likely to vote in primary elections than are centrist voters.
stump speech	A candidate's "standard" speech, which is repeated throughout his or her campaign.
coattail effect	The influence that a popular politician may have on voters, making them more likely to choose other candidates from his or her party.