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**Краткий тематический
словарь**

**Выборы и опрос общественного
мнения**

**Учебное пособие
для студентов университетов**

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Настоящая работа представляет собой лексический справочник по темам, изучаемым студентами в рамках курса профессионально ориентированного английского языка. Соответствующий словарный состав сгруппирован на основе тематического принципа. Каждая лексическая единица снабжена толкованием, переводом, иллюстративными примерами ее употребления в речи, а также минимально необходимой грамматической и стилистической информацией. Кроме того, в учебное пособие включены разнообразные упражнения, которые должны помочь студентам усвоить изучаемый ими словарный материал.

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1. Nomination

1. **to nominate** [*transitive*] to officially suggest someone for an election, job, position or honour **выставля́ть / выдвигать / предлагать кандидата (для участия в выборах / на должность)**
to nominate sb: *Under party rules each candidate has to be nominated by 55 Labour MPs.*
to nominate sb for sth: *They nominated him for the presidency. | By now it was clear that Bush was going to be nominated for President. | The Democrats nominated Andrew Jackson for a second term.*
to nominate sb as sth: *He's been nominated by the Green Party as their candidate in the next election.*
to nominate sb to do sth: *Lee was the first Chinese American nominated to head the Civil Rights Division. | I nominate John to represent us at the meeting.*
2. **nomination** [*uncountable; countable*] the act of officially suggesting someone for an election, job, position or honour **выдви́жение / предложе́ние кандидата (для участия в выборах / для назначения на должность); номина́ция:** *The Bush network is looming large in the race for the nomination.*
presidential / vice presidential nomination | nomination for (the post of / office of) president / vice president / the presidency / prime minister / the premiership / governor **выдви́жение на пост президента / вице-президента / премьер-министра / губернатора:** *Gore had lost his bid for the Democratic presidential nomination in 1988. | Who will get the Republican nomination for president?*
to seek the nomination | to campaign for the nomination **борот́ься за выдви́жение в качестве кандидата:** *Powell announced he would not seek the Republican nomination. | Dole campaigned for the Republican presidential nomination.*
to get / win / gain / earn (sb) / obtain / secure / capture the nomination (for sth) **добит́ься выдви́жения в качестве кандидата:** *He got / won / earned / obtained the presidential nomination. | A candidate needs 996 delegates to win the Republican presidential nomination. | Governor Clinton struggled to gain the Democratic nomination. | The Senate majority leader already holds more than one-third of the delegates needed to secure the Republican presidential nomination.*

to accept the nomination *согласиться / дать согласие на выдвижение в качестве кандидата: Clinton will accept the Democratic nomination for a second term.*

to approve / confirm one's nomination *утверждать выдвижение кандидата: All the committee's nominations were approved. | The Senate Tuesday confirmed his nomination by 100-0.*

to lose the nomination (to sb) *проиграть борьбу за выдвижение в качестве кандидата: By alienating his natural backers, Rockefeller lost the 1964 nomination to Goldwater.*

to withdraw one's nomination *снять свою кандидатуру: He withdrew his nomination less than twelve hours later.*

3. **candidate | nominee** [*countable*] someone who has been suggested or being considered for an election, job, position or honour **кандидат (выдвинутый на выборах / предложенный на должность); претендент; соискатель; кандидатура: One candidate must receive a majority of the vote. | The Democratic nominee was more specific on the issue of illegal immigration.**

successful / victorious / winning candidate *избранный / победивший кандидат*

defeated / unsuccessful candidate *проигравший кандидат*

party candidate *кандидат от какой-л. партии*

candidate / nominee for election *кандидат на выборах*

presidential / vice presidential / parliamentary candidate / nominee | candidate / nominee for (the post / office of) president / vice president / the presidency / prime minister / the premiership / governor *кандидат на должность президента / вице-президента / премьер-министра / губернатора / в парламент: He is a candidate for the office of Governor. | He is mentioned as a possible vice presidential nominee for 1996.*

Conservative / Tory / Labour / Liberal / Liberal Democrat / Democratic / Republican candidate / nominee *кандидат от Консервативной / Лейбористской / Либеральной / Либерально-демократической / Демократической / Республиканской партии: I made my mark against the Conservative candidate. | The Democratic candidate is still leading in the polls.*

independent candidate / nominee *независимый кандидат: Independent presidential candidates would be able to stand. | He gained 19 percent of the vote as an independent presidential candidate in 1992.*

to elect / choose / select / pick a candidate / nominee | to choose / select sb as one's candidate / nominee: In order to be elected, a constituency candidate needs only a plurality of the votes cast. | In the

1975 election voters chose four independent candidates for the council. | He might have been selected as a Conservative candidate. | John Taylor was selected as a Tory candidate.

to approve / endorse a candidate / nominee *утвердить / поддержать / одобрить кандидатуру:* *And it is partly because of the way in which cabinet nominees are approved.*

to offer / announce / declare oneself as a candidate *выдвинуть / выставить / предложить свою кандидатуру; зарегистрироваться в качестве кандидата:* *He did not offer himself as a candidate in the approaching elections. | Anybody who wants to be an MP must declare himself or herself as a candidate in one of these constituencies.*

4. **to put up | to put forward | to field | to go to the polls** [*transitive; intransitive*] *to suggest someone or oneself as a suitable candidate to take part in an election* *выставлять / выдвигать чью-л. / свою кандидатуру на выборах, предлагать кого-л. в качестве кандидата, баллотироваться*

to put up / put forward / field a candidate (for sth): *Each party is allowed to put up one candidate. | Several people have been put forward for the chairmanship. | It fielded four candidates who averaged just under 10 percent where they stood.*

to put sb / oneself up / forward (as a candidate) (for sth): *I was put up for the committee. | They are putting him up as a candidate in the next elections. | Do you intend to put yourself up (for the empty seat in the House)? | Is Chris willing to be put up for election? | She has decided to put herself forward as a candidate.*

to put up for sth / as a candidate *Do you really intend to put up for that seat? | He put up as a candidate.*

to go to the polls: *In June 1983, Margaret Thatcher went to the polls for the second time.*

5. **candidacy | candidature** (*esp. BrE*) [*uncountable; countable*] *the fact that someone is a candidate in an election* *кандидатура; кандидат:* *The local party supported her candidacy for the post of chairman.*

presidential / parliamentary candidacy | candidacy for (the post of / office of) president / the presidency *кандидатура на пост президента / в парламент:* *Gore assiduously cultivated his eventual presidential candidacy.*

to announce / declare / file one's candidacy (for election) *выдвинуть / выставить / предложить свою кандидатуру; зарегистрироваться в качестве кандидата:* *He has officially*

announced his candidacy for the presidential election. | He has declared his candidacy for the post.

to withdraw one's candidacy | to send in one's withdrawal from the candidacy *снимать свою кандидатуру: She later withdrew her candidacy.*

to approve / endorse one's candidacy *утвердить / поддержать / одобрить кандидатуру: He endorsed the presidential candidacy of Ronald Reagan.*

6. **opponent** [*countable*] someone who is competing against you and who belongs to a different party or who have different aims or policies **противник, оппонент: a political opponent | a leading / main / chief opponent | He is admired even by his political opponents. | During the primary elections, McCain was Bush's leading opponent. | Reed is an outspoken opponent of the death penalty.**

2. Election

1. **to run (esp. AmE) | to stand (esp. BrE)** [*intransitive*] to take part in an election as a candidate *участвовать в выборах, избираться; баллотироваться, выставлять / выдвигать / предлагать свою кандидатуру на выборах, баллотироваться*
to run / stand: *Clinton ran a second time in 1996. | Mrs Thatcher wanted to run a fourth time. | Some ardent supporters were urging him to stand.*

to stand / run for election (to parliament) | to stand / run at / in an election / by-election | to stand / run in an area / seat *участвовать в выборах / дополнительных выборах, избираться; баллотироваться, выставлять / выдвигать / предлагать свою кандидатуру на выборах / дополнительных выборах: She was one of the first women to stand for election to parliament. | He will run for election this fall. | He has not yet announced whether he will stand in the election. | She's not intending to stand at the next election. | None of the three Conservative candidates standing in the area for the first time was elected. | Women are running in nearly all the contested seats in Los Angeles.*

to run / stand for office / president / the presidency / governor / mayor / parliament / a city council / a town / a seat *участвовать в выборах, избираться; баллотироваться, выставлять / выдвигать / предлагать свою кандидатуру (в парламент / на пост / должность): Jackson announced his intention to run for*

President. | He stood for parliament. | More people are racing for the city council. | Do you intend to stand for this town in the next election? | Three women with the same name are standing for this seat.

to run / stand for re-election / a second term *баллотироваться / выставлять / выдвигать / предлагать свою кандидатуру на новый срок: He's going to run for re-election. | Salinas is running for a second term as President. | The president has announced she does not intend to stand for re-election.*

to stand as a candidate (at / in an election / for an area) *участвовать в выборах / избираться в качестве кандидата / в избирательном округе / на место / на пост / на должность: Age alone will not preclude him from standing as a candidate. | He stood as a candidate in / at the first post-war election in 1996. | She stood as the candidate for Hackney East. | She stood unsuccessfully as a candidate in the local elections.*

to run / stand against sb *соперничать с кем-л. на выборах: You are running against some worthy opponents. | His margin over the conservative candidates standing against him was not of much consequence.*

2. **to elect** [*transitive; often passive*] to choose someone by voting so that they represent you or hold an official position *избирать, выбирать (голосованием)*
3. **to re-elect** [*transitive*] to elect someone again *переизбирать, избирать вновь*
4. **to elect | to re-elect** **COLLOCATIONS**

to elect / re-elect a president / vice president / governor / mayor / chairman / leader / member / government / council: *The people of the Philippines have voted to elect a new president. | Every nation should have a right to elect their own government. | The president will pursue lower taxes if he is re-elected.*

to elect / re-elect sb (as) president / vice president / governor / mayor / chairman / leader / member: *Ronald Reagan was first elected President in 1980. | Ken Livingstone was elected mayor of London in May 2000. | The country elected him as president in the first contested election in its history. | He was re-elected as party leader.*

to elect / re-elect sb to (a) parliament / a legislature / a council / a committee / a governorship: *He was elected to parliament by a large majority. | Brock was elected to the state legislature. | No new members were elected to the party central committee. | He was elected to a US state governorship.*

to elect / re-elect sb to do sth: *She was elected to represent us / to tackle poverty. | The group elected one of its members to be their spokesperson.*

to elect / re-elect sb for a term: *The President is elected for a five-year term by universal adult suffrage. | The chairman and treasurer have both been re-elected for another year.*

5. **to return** [transitive; often passive] (BrE) to elect someone to a political position, especially to represent you in parliament **избирать, выбирать (в законодательный орган)**

to return sb: *Only 96 Conservative MPs were returned at the last election.*

to return sb to (a) parliament / a legislature / office: *The voters returned her to parliament last year. | It seems unlikely that the President will be returned to office.*

to return sb as a member of parliament / MP: *At the last election she was again returned as MP for Brighton.*

6. **to carry | to win** [transitive] (AmE) if a candidate or party carries / wins a state or local area in a US election, they win in that state or area **выиграть на выборах (в округе, штате):** *A Democrat has not carried Arizona since 1948. | George W. Bush carried the state with 56 percent of the vote. | Cuban Americans play an important role in whether he carries Florida in the fall campaign. | Our party carried the state, as usual. | Bush initially won Florida by 2,000 votes. | No Republican has won the presidency without winning Ohio.*

7. **elect** (adjective) elected to an important position, but not yet given that position officially **избранный**

president-elect | governor-elect | prime minister-elect someone who has been elected as a new president / governor / prime minister, but who has not yet officially started the job **вновь избранный президент / губернатор / премьер-министр:** *The President-elect is preparing to take office in January.*

7. **election** (1) [countable] an occasion when people vote to choose someone for a political or official position **выборы:** *The final election results will be announced on Friday.*

election to / for sth **выборы в какой-л. орган:** *Elections to the European parliament are due in May. | She is standing for the first time in elections for the National Assembly.*

general election an election in which all the voters in a country elect the government **всеобщие выборы**

national / local / municipal election **выборы в общенациональные / федеральные / местные / муниципальные органы власти, общенациональные / местные / муниципальные выборы:** *Even for*

the last remaining superpower, domestic issues, not foreign matters, dominate national elections. | At the municipal elections, twenty communities voted for the proposition.

presidential / gubernatorial / mayoral election *выборы президента / губернатора / мэра, президентские / губернаторские выборы:* *The next presidential election is due in two years.*

parliamentary / congressional election *выборы в парламент / конгресс:* *But he would vote for the official Labour candidate in a parliamentary election. | Congressional elections are by universal and compulsory adult suffrage.*

legislative election(s) / race(s) *elections for electing people to a legislative body* **выборы в законодательный орган / законодательное собрание:** *At the legislative elections the party advocated a strongly right-wing economic programme. | The 1996 legislative races turned out to be particularly important.*

regular election *очередные выборы*

early / snap (BrE) election *an election that is announced suddenly and unexpectedly* **досрочные / внеочередные выборы (в парламент):** *The bomb followed the announcement that early regional elections will be held in May. | They held a snap election.*

mid-term / off-year election | mid-terms *промежуточные выборы; выборы, не совпадающие с президентскими выборами и выборами в конгресс:* *The augurs of the left noted that reverses in the “off-year” elections held by New Jersey and Virginia have a history of being predictive of nothing at all, having sometimes been the precursors for drubbings for the ruling party at the mid-terms a year later (as in 1994) and sometimes precisely the opposite, as in 2002. | The pundits of the right were swift to see this as a sign of the resurgence of their battered party, after heavy losses in the 2006 mid-terms and worse ones a year ago, capped by the triumph of Barack Obama. | One thing seems obvious: a lot is likely to happen to Mr Obama’s fortunes between now and the 2010 mid-terms.*

primary elections | primaries *предварительные выборы*

to declare the election invalid / void | to nullify / annul the election results *признать выборы / результаты выборов недействительными:* *On Monday, parliament voted to declare the election invalid. | The election results were nullified because of voter fraud. | Jovic nevertheless dismissed fears that the Presidency might seek to annul the election results and declare a state of emergency. | That August, Babaginda annulled the results of the June presidential election.*

High Court judges may declare the election void or declare the candidate with the next highest number of votes elected.

(2) [*singular*] the fact of being elected to an official position **избрание:** *With the election of a new leader, the country became relatively stable. | One third of the committee comes up for election every year.*

election to sth **избрание в какой-л. орган:** *Her election to the Senate was welcome news.*

election as sth **избрание в качестве кого-л.:** *His election as President will mean changes in foreign policy.*

to run for / stand for / seek election (to sth) **участвовать в выборах (с целью одержать победу)**

to win election to sth **победить на выборах в какой-л. орган власти:** *In Illinois, the Democrat candidate is the favourite to win election to the Senate.*

8. **re-election** [*uncountable; countable*] when someone is elected again to the same position **переизбрание, повторное избрание (на должность):** *His re-election campaign is floundering.*

to run for / stand for / seek re-election **участвовать в выборах с целью быть избранным на новый срок:** *She's running / standing for re-election. | Barnes is seeking re-election.*

9. **run-off (election)** [*countable*] a second election or competition that is organized when the first one does not have a winner **второй / решающий тур выборов, повторное голосование:** *Neither candidate won a clear majority, forcing a runoff. | There will be a run-off between these two candidates on December 9th. | His nearest rival announced he would not contest the run-off. | They will both seek public support at the June 16–17 runoff election.*

10. **rerun (election)** [*countable*] **повторные выборы**

11. **by-election | bye-election** [*countable*] (*esp. BrE*) a special election to replace a politician who has left parliament or died **дополнительные выборы:** *He returned to Parliament after his by-election victory in Kensington and Chelsea last November.*

12. **election | by-election** **COLLOCATIONS**

at / in an election / by-election **на выборах / дополнительных выборах:** *Taxation will be one of the major issues at the next general election. | We have gained four local council seats in by-elections in Essex recently.*

to call an election / a by-election **объявлять выборы / дополнительные выборы, объявлять о проведении выборов / дополнительных выборах:** *The government may decide to call an election early.*

to schedule / fix an election / by-election for a particular date | to appoint / fix / set a date for an election / by-election | an election / by-election is due (to take place) in / on... *назначать выборы / дополнительные выборы (на определенное время, определенную дату): The elections are scheduled for mid-June. | Under this pressure the government set an election date of 18 March 1990. | Elections to the European parliament are due in May.*

to hold an election / by-election *проводить выборы / дополнительные выборы: South Africa held its first multi-racial elections in 1994. | Local elections will be held in May. | Elections will be held on 14 February.*

to have / conduct / run an election / by-election *проводить выборы / дополнительные выборы: It has been difficult for the central government to conduct elections in remote areas.*

an election / by-election takes place *выборы проходят: Local elections will take place in May.*

to win an election / by-election *победить на выборах / дополнительных выборах: The Labour Party won the 2001 election by a huge majority. | I was fortunate enough to win a by-election in the constituency of Worcester.*

to lose an election / by-election *проиграть на выборах / дополнительных выборах: If the Tories lose every by-election, the odds will change.*

to fight / contest an election / by-election *участвовать в выборах / дополнительных выборах; бороться на выборах / дополнительных выборах: He will be fighting local elections next May. | The parties formed an alliance to contest the legislative elections.*

to disrupt an election / by-election *сорвать выборы / дополнительные выборы*

13. **election / electoral commission | electoral authority** [*countable*] *избирательная комиссия: The election commission might postpone the election until these questions are clarified. | The remainder of the votes were declared invalid, the election commission said. | Results were cancelled by the electoral commission in both places. | Those in the opposition claimed that the electoral authority was not impartial.*

14. **(election) returns | election / electoral results | result(s) of an election** [*countable; usually plural*] *the results of an election* **результаты выборов:** *The election returns produced a confusing picture of gains and losses. | Early returns show that the Labour Party is in the lead. | What are the returns from last night's voting? | He aimed at influencing the result(s) of the presidential elections.*

15. **elective** (*formal*) an elective position is one that someone holds because people have voted for them **выборный**
elective office / seat **выборная должность; выборное место:** *the 34 elective seats in the National Assembly | The presidency is an elective office. | The council also reviews candidates for elective office.*
to hold (an) elective office **занимать выборную должность:** *Most of them hold an elective office. | Buchanan has never held elective office.*
to fill an elective office **заполнять выборную должность:** *There are approximately one million elective offices to be filled.*
16. **electoral** [*only before noun*] relating to elections and voting **избирательный, выборный:** *Reports of the electoral death of the Conservatives were exaggerated.*
electoral district **избирательный округ:** *Yeltsin won majorities in more than 80 of the 88 electoral districts.*
electoral law: *The opposition parties criticized different aspects of the electoral law.*
electoral reform: *The government are promising electoral reform within five years.*
electoral system: *Electoral systems vary from country to country. | Our electoral system strongly favours two-party government. | He became president in 1999 under a new electoral system.*
electoral register / roll / list **список / реестр избирателей:** *to draw up an electoral register / roll / list | The electoral register is compiled annually and comes into force on 15 February following the qualifying date of 10 October. | Is this one of the reasons why one million people are missing off the electoral register? | They cannot have their names on the electoral roll and, as a result, cannot vote.*
electoral victory / success: *After his electoral victory, Smith was appointed environment minister. | This was the first of her many electoral successes.*
electoral defeat: *It was the party's fourth electoral defeat.*
electoral mandate **наказ избирателей**
17. **elector** [*countable*] someone who has the right to vote in a political election **избиратель; лицо, имеющее право голоса:** *Elections limit Parliament because they give power to electors who ignorantly demand ever more state intervention. | Over 36% of electors did not vote at all.*
18. **voter** [*countable*] someone who has the right to vote in a political election, or who votes in a particular election **избиратель; лицо, имеющее право голоса; участник голосования, голосующий:** *Voters overwhelmingly rejected the far right in the May elections. | Only*

40% of eligible voters participated in the last election. | Voters went to the polls today to elect a new president.

voter apathy a situation in which a lot of people who have the right to vote do not vote: *Voter apathy is especially high among young people.*

19. **electorate** [countable; usually singular] all the people in a country or area who have the right to vote **электорат, избиратели, контингент избирателей, избирательный корпус**: *The present voting system distorts the wishes of the electorate. | A majority of the electorate oppose the law. | Research has shown that thirty percent of the electorate have still not decided how they will vote.*

20. **bid | run** (AmE) [countable; usually singular] an attempt to achieve or obtain something; an attempt to win an election **попытка, стремление; попытка победить на выборах**: *Her bid for re-election was unsuccessful. | Lavell has not ruled out a run for the state senate seat.*

to make / mount a bid for sth **предпринимать попытку достичь чего-л.**: *The party now feels the time is right to make a bid for power. | Do you think he'd be willing to mount another bid for the presidency?*

to make a run for sth | to prepare a / one's run for sth **предпринимать попытку достичь чего-л.::** *He made an unsuccessful run for governor in 2008. | He is preparing a / his run for the presidency.*

21. **ticket** [usually singular] **(1)** (esp. AmE) **slate** (AmE) | **party('s) list** a list of the people supported by a particular political party in an election **(партийный) список кандидатов (на выборах), избирательный (партийный) список**: *to split a ticket | He withdrew his name from the Democratic ticket. | The leadership want to present a single slate of candidates to be approved in an open vote. | At a congress of the pro-Kremlin United Russia party, he graciously agreed to head its party list at the general election in December.*

on a particular ticket / ballot **от какой-л. партии, по списку какой-л. партии**: *Bush ran for president on the Republican ticket. | He was running against his opponents on an independent ticket. | He plans to remain on the Republican ticket for the November election. | After serving as secretary of commerce under Presidents Harding and Coolidge, H. Hoover was elected to the presidency on the Republican ballot.*

(2) (BrE) the ideas that a political party supports in an election **платформа политической партии (с которой она выступает на парламентских выборах)**: *He fought the election on an openly racist*

ticket. | He first ran for president on a far-left ticket. | It's a ticket that was designed to appeal to suburban and small town voters.

22. **suffrage** [uncountable] | **franchise** [singular; uncountable] the legal right to vote in national elections **право голоса, избирательное право, право участвовать в выборах; голосование:** *Popular suffrage meant that rival factions would shout for their own candidate. | The franchise is made uniform throughout the country.*

to give / grant / provide / introduce suffrage / (the) franchise **предоставить право голоса, наделить избирательным правом, вводить избирательное право:** *Women are given the franchise on the same basis as men. | The constitution provided broad electoral franchise.*

to extend suffrage / (the) franchise to sb **распространить действие избирательного права на кого-н.:** *The franchise was later extended to any person over 18 years old.*

to win the franchise (for sb) **завоевать избирательное право, добиться избирательного права:** *In 1918 the suffragists won the franchise for UK women over the age of 29.*

to exercise one's franchise **пользоваться правом голоса**

direct suffrage / franchise **прямое избирательное право**

equal suffrage / franchise **равное избирательное право**

universal suffrage / franchise **всеобщее избирательное право:** *the principle / introduction of universal suffrage / franchise | All elections are by universal adult suffrage. | The President would be elected on the basis of / by universal, equal and direct suffrage by secret ballot for a five-year term. | It was also the year of the first presidential election held under universal suffrage.*

female / women's suffrage **избирательное право для женщин:** *She was a strong advocate of women's suffrage.*

23. **term (in / of office)** [countable] a fixed period of time during which a politician or other official holds their job; a period of time between two elections during which a particular party or government is in power **срок полномочий / пребывания в должности:** *He hopes to visit China during his second term in office. | Throughout his first term in office there was a series of battles between his political appointees and career bureaucrats. | It was always clear that Schmidt's third term in office would prove a difficult one.*

term (in / of office) as president / vice president / governor / mayor / chairman / member of parliament: *He recently completed a two-year term as chairman.*

to elect / re-elect sb for / to a term (of / in office) **избирать на какой-л. срок:** *The president hopes to be elected for a second term in*

office. | *General Herrera was elected to a third term of office as President.*

to win a term (of / in office) *быть избранным на какой-л. срок:* *Felipe Gonzalez won a fourth term of office in Spain's election.*

to serve (for) a term (of / in office) *занимать выборную должность:* *Only Ronald Reagan has served two full terms.* | *But he promised to serve for only one term, and refuses to go back on his word.*

a term (of / in office) ends / expires / runs out *срок полномочий истекает:* *Her term of office ends in September.* | *The Government's term of office expires at the end of the year.*

24. **presidency** [countable] (1) the job of being president *президентство; председательство:* *the race for the presidency* | *Mr Clinton began his presidency wanting to do it all.* | *Overall, the presidency of Gerald Ford was not a success.*

to run for / stand for / seek the presidency *участвовать в выборах на пост президента / в президентских выборах, выставлять / выдвигать / предлагать свою кандидатуру на пост президента; претендовать на / бороться за пост президента:* *He has announced that he is running for the presidency.* | *Twenty candidates have said they will stand for the presidency.* | *After winning the election, Clinton instead sought the presidency.*

to elect sb to the presidency *выбирать кого-л. президентом:* *Roosevelt was elected four times to the presidency of the US.*

to win / take the presidency *быть избранным президентом, стать президентом:* *She won the presidency by a wide margin.* | *No Republican has won the presidency without winning Ohio.*

to assume the presidency *вступить в должность президента:* *He also predicted that even if Aristide won he would not be permitted to assume the presidency.*

to lose the presidency (to sb) *лишиться должности президента; уступить пост президента кому-л.:* *The former Yugoslav president, Slobodan Milosevic, has appeared on television for the first time since he lost the presidency.*

to resign the / one's presidency *подавать в отставку с поста президента:* *He resigned his presidency one year and seven months into his second term.*

(2) the period of time for which a person is president *срок полномочий президента, президентский срок:* *She has promised improvements during her presidency.* | *During his presidency he undertook a great initiative towards world peace.* | *That was the policy during the Reagan and Bush presidencies.* | *But the picture he paints of*

- foreign policy-making under the Reagan presidency is disquieting. | Truman's popularity fell to the lowest point of his presidency.*
25. **seat** [countable] a position as an elected member of a parliament, committee, council, board, court etc **должность, место, пост (в выборных органах):** *the Senate seat for Colorado*
seat in a parliament: *a seat in the National Assembly | The Green Party won 4 seats in the new parliament.*
seat on a board / committee / council: *a permanent seat on the UN Security Council | Independent candidates won the majority of seats on the local council. | Promotion means a seat on the board of directors.*
to hold / have // keep / retain a seat **иметь // сохранять место:** *Republicans, at the moment, hold 41 seats while Democrats have 37. | Mr Adams is expected to keep his seat.*
to win / gain / secure a seat **завоевать / получить место:** *Tories won 419 seats in the last elections. | In this second round the candidate with most votes would win the constituency seat provided that participation was above 25 percent. | He predicts that his party will gain at least 12 seats.*
to fill a seat **заполнить место:** *The Senate seats were all filled by completely free balloting.*
to lose a seat **потерять место:** *He is expected to lose his seat on the council in next month's elections.*
to fight / contest a seat **бороться за место:** *He subsequently fought and held his parliamentary seat against his former party. | He unsuccessfully contested parliamentary seats in 1929 and 1931.*
26. **constituency** [countable] **(1)** (BrE) an area of a country that elects a representative to a parliament, or the people who live and vote in a particular area **избирательный округ:** *a rural / urban constituency | constituency boundaries | It is time that he visited his constituency and had a look around. | The Minister will be pleased to know that unemployment in my constituency fell by 41 last month.*
(2) a section of society that supports or is likely to support a politician or a political party **избиратели, электорат:** *Students have never been the constituency of any single party. | Mr Jackson had a natural constituency among American blacks. | In France, farmers are a powerful political constituency.*
27. **to inaugurate sb (as president / governor / mayor)** [transitive] to introduce a new person into an important job, such as that of president, by holding a special ceremony **(торжественно) вводить в должность:** *The new President will be inaugurated in January. | In*

1959 De Gaulle was inaugurated as First President of the Republic. | The new Assembly was due to be inaugurated on June 1.

28. **inauguration** [uncountable; countable] (**торжественное вступление в должность, инаугурация**): the inauguration of the new Governor | an inauguration ceremony | his long inauguration speech
29. **to rig / fix / falsify** [transitive] to arrange or influence something such as an election in a dishonest way in order to produce a particular result **подтасовывать / фальсифицировать результаты (выборов), фальсифицировать (выборы)**
to rig / fix an election / a by-election / the vote / the ballot: Some international observers claim the election was rigged / fixed. | Previous elections in the country have been rigged by the ruling party. | There was no rigging of the election and no attempt by the hard-liners to reverse the results after the vote. | The senator resigned after accusations that the vote had been rigged.
to rig / fix / falsify (election) results / returns: All major opposition parties boycotted local elections because they believed that the results would be rigged. | He was accused of trying to falsify election returns.
30. **ballot / vote / election rigging / fixing / fraud | voter / electoral fraud** [uncountable] the practice of cheating in an election by producing a false record of the number of votes **подтасовка / фальсификация результатов голосования / выборов**: Rumours of ballot-rigging discouraged many from voting. | The poll was widely discredited after allegations of ballot rigging / vote fixing. | The EU decided to tighten its sanctions against those in his government it blames for the ballot fraud. | The election results were nullified because of voter fraud. | Accusations of election fraud, from ballots cast for dead people to double-voting, are as old as democracy itself.
31. **fix** [singular] a dishonest arrangement intended to produce a particular result: People think the election was a fix.
32. **threshold | hurdle | barrier** [countable] the level at which something starts to happen or have an effect **порог, барьер; пороговая величина**: In a two-round poll, with a 10% threshold in the first round, a three-way contest between the Socialists, the National Front and the centre-right could end up favouring the far right. | The 5% Duma barrier was designed to weed out the just-for-fun contenders.
a high / low threshold / barrier (for sth)
to set a threshold (for sth) **устанавливать порог**: Another proposal would combat political fragmentation by setting a threshold of 2% of the vote for a party to win seats in Congress.

to raise / lower the threshold / barrier (for sth): *To keep the opposition out of parliament, the Kremlin raised the threshold for seats to 7%, and banned small parties from forming coalitions to meet this requirement.*

to reach a threshold: *No other parties succeeded in reaching the 5 percent threshold required to win representation.*

to cross / pass a threshold (for sth) | to clear / get over a hurdle | to overcome a hurdle / barrier *преодолевать барьер: Just six of those parties managed to cross the 5 percent threshold necessary for official status in the Duma. | Without them, say Yabloko leaders, their party would have cleared the 5% hurdle.*

33. **close | hotly contested** *won by only a small amount or distance: a close election / vote | A second count of votes was done because the result was very close. | Both sides expect a close vote. | The result is going to be / is **too close to call**. (= so close that it is impossible to know who will win) | Our candidate came a close second (= nearly won).*

close / hotly contested election *напряженные выборы; выборы, на которых разрыв между кандидатами незначительный; выборы, в которых кандидаты имеют почти равные шансы*

34. **neck and neck (with sb) (informal) | nip and tuck (American English) (informal)** *if two competitors or groups are neck and neck / nip and tuck in a competition or race, they are level with each other* **ноздря в ноздю, в равном положении, не отставая:** *He and Yeltsin are neck and neck in the polls. | Du Pont and others are neck and neck with us. | Opinion polls show the two main parties are running neck and neck. | They are running neck and neck with Mrs Clinton. | In 1960 Kennedy and Nixon ran neck and neck in seventy-one of northeast Texas' seventy-two counties. | Abstention and New Labour came in almost neck and neck: 29 per cent for the former, 31 per cent for the latter. | The presidential contest is nip and tuck.*

3. Voting

1. **to vote** [*intransitive; transitive*] *to show by marking a paper, raising your hand etc which person you want to elect or whether you support a particular plan* **голосовать:** *voting irregularities | to tamper with voting lists | The minimum voting age is lowered to eighteen.*
to vote: *In 1918 British women got the right to vote. | They voted by a show of hands. | All adults enjoy the right to vote in free general*

elections. | Participation is measured using voter turnout, or the percentage of the eligible voters who actually voted in national elections.
to vote for / in favour of // against sb / sth: *They voted for of the Maastricht treaty. | The vast majority of people voted in favour of closer links with Europe. | Four years ago, when Ohio voted against incumbent Bush, the jobless rate in the state stood at 7 percent.*

to vote Labour / Conservative / Tory / Liberal / Democrat(ic) / Republican / Socialist: *I voted Labour at the last election. | He used to vote Conservative, but he switched to Labour in 1997. | Then they voted Democrat in 1992 and 1996. | I have voted Republican my entire life.*

to vote to do sth: *Congress voted to increase foreign aid by 10%. | The committee voted to approve the report.*

to vote on sth: *The committee voted on the proposal, and accepted it unanimously. | The people were given a chance to vote on the issue.*

to vote somebody into / out of office / power / parliament | to vote sb in / out | to vote sb onto a committee / council to elect or dismiss someone by voting: *The Republican Party was voted into office. | They cannot join forces to vote her out of office. | The members of the national assembly will vote in a prime minister by a simple majority. | With policies like that, he'll be voted out in the next election. | It was the younger members who voted Smith onto the committee.*

to vote sth through to approve a plan, law etc by voting **провести (предложение) путем / в результате голосования:** *The committee voted through a proposal to cut the defence budget.*

to vote sb / sth down | to defeat sth to reject sb or a plan, law etc by voting **провалить / отвергнуть (предложение) путем / в результате голосования:** *If he demands too much, the unions will vote him down | The Congress voted down a motion to change the union's structure. | The proposal was defeated on April 2 by 767 votes to 121.*

2. **to go to the polls** to vote in an election **идти на выборы, принимать участие в выборах / голосовании, голосовать:** *We're trying to encourage young people to go to the polls. | Voters are due to go to the polls on Sunday to elect a new president.*
3. **to poll | to take** [transitive] to get a particular number or percentage of votes in an election **получать / собирать голоса:** *The Labour candidate polled 52% of the votes. | The winner polled over 16,000 votes. | The Labour Party took 45 per cent of the votes.*
4. **to ballot** (1) [transitive] to ask people to vote in order to decide an issue **проводить (тайное) голосование; баллотировать; решать вопросом голосованием**

to ballot sb (on / over sth): *The union decided to ballot its members on the issue. | The union will now ballot its members on whether to go ahead with strike action.*

(2) [intransitive] to vote for something **голосовать**

to ballot for sth: *Staff balloted for strike action yesterday.*

5. **to outvote** [transitive] to defeat a person or an idea by winning more votes than them **нанести поражение путем / в результате голосования, иметь перевес голосов, забаллотировать:** *Waddington's proposal was outvoted in the Senate. | France was outvoted on that issue. | They feared that the numerous poor might outvote the few rich.*
6. **to stay away from the polls** not to vote in an election **не ходить на выборы, не принимать участия в голосовании, не голосовать**
7. **to abstain (from sth / doing sth) / (in the vote)** [intransitive] to choose not to vote for or against something in an election; to choose not to vote in an election or meeting **воздержаться (при голосовании); не участвовать в голосовании / выборах:** *The leaders asked their workers to abstain from voting. | Three Conservative MPs abstained in the vote on the second reading of the Railways Bill. | But 26 million voters, or 69 % of the electorate, abstained.*
8. **to turn out (for sth / to do sth)** [intransitive] to go somewhere in order to be present at an event or take part in an activity **принимать участие; являться:** *About 70% of the population turned out for the election. | Only 62% of the electorate turned out to vote. | The highest turnout rate in the past 60 years came in the 1960 Kennedy-Nixon race when 62.8 percent turned out.*
9. **vote** **(1) [countable]** a choice or decision that you make by voting in an election or meeting **голос (на выборах):** *We have enough votes to carry the state. | Mr Reynolds was re-elected by 102 votes to 60. | The proposal was rejected by 19 votes to 7. | Bush initially won Florida by 2,000 votes.*
vote for / in favour // against (sb / sth): *There were 402 votes for Mr Williams, and 372 against. | The House of Representatives approved the budget, with 52 votes in favour, 16 against and 12 abstentions.*
to cast a vote (for / in favour of // against sb / sth) to mark a piece of paper to show who you are voting for **подавать голос (на выборах), голосовать (на выборах):** *In Britain many people cast their votes at local schools. | She cast her vote for the Communist Party.*
to win / gain / get / receive / garner / take votes **получать голоса (на выборах):** *Harkin won 74 percent of the votes cast. | He got an overwhelming majority of the votes. | He received 52 votes while the*

Communist candidate got only 33 votes. | In order to win the office of President, the candidate must garner at least 270 of these votes. | The party garnered 70 percent of the vote. | The Labour Party took 45 per cent of the votes.

to lose votes *потерять голоса*

to cost / lose sb votes *стоит кому-л. голосов избирателей:* *This policy will cost her thousands of votes. | Defence, which lost Labour so many votes in 1983 and 1987, is especially important.*

the casting / deciding vote / ballot *the vote given by the person in charge of an official meeting to decide an issue when votes on each side are equal* *решающий голос:* *The Chair has the casting vote in the case of a tie. | The chairman gave his casting vote in favour. | The vote was tied and a local union leader used his casting vote in favour of the return to work. | The chairperson always has the deciding vote.*

to count votes *считать / подсчитывать голоса:* *Party members were up all night counting the votes.*

count of votes *подсчет голосов*

recount of votes *a second count of votes that happens in an election because the result was very close* *пересчет / повторный подсчет голосов:* *Opponents demanded a manual recount. | I am still trying to get them to do the recount.*

(2) [*countable; usually singular*] *an occasion when a group of people vote in order to decide something or choose a representative* *голосование; баллотировка; волеизъявление:* *a close / lopsided / solid / unanimous vote | The result(s) of the vote will be announced tomorrow. | The mass media can influence / swing the vote (in our favour). | Both sides expect a close vote. | The Senate passed the treaty by a vote of eighty-two to one.*

to have / take / hold a vote (on sth / to do sth) | to hold a ballot (of sb) *проводить (тайное) голосование:* *We called a meeting in order to have / take / hold a vote on the issue. | I think we should take a vote on whether or not to accept their offer. | They decided to hold a ballot. | It was decided to hold a ballot of all party members.*

to put sth to the / a vote / the ballot *поставить на голосование:* *The proposal was read out and then put to the vote. | When the matter was put to a vote, the staff voted overwhelmingly not to go on strike. | This seems to be an area of disagreement, so let's put it to the ballot.*

direct / secret / open vote / ballot *прямое / тайное / открытое голосование:* *Fifty of its members will be elected by direct ballot. | The party leader is elected by secret ballot. | Voting will be by secret ballot. |*

The President would be elected on the basis of universal, equal and direct suffrage by secret ballot for a five-year term.

(3) [*singular*] the total number of votes or voters in an election, or the number of votes received or cast by a particular group **итоги голосования; (общее) число / количество (поданных) голосов; голоса избирателей**: *The Republicans increased their share of the vote. | Their policies are designed to win / capture the African-American vote. | The vote was overwhelmingly in favour of the Democratic Party.*

to get / take / win / poll / secure 25% of the vote: *The Green Party got / took 25% of the vote. | The Tories won 53 per cent of the popular vote. | Labour polled just 4% of the vote.*

to split the vote to cause people to vote for different things: *The new environmental party split the liberal vote.*

(4) the right to vote in an election **право голоса; избирательное право**: *At that time black people did not yet have the vote. | In France women didn't get the vote until 1945.*

10. **polling** [*uncountable*] the activity of voting in a political election **голосование**: *Polling started / began / commenced at 8.00 this morning. | Polling will take place from 7 a.m. to 10 p.m.*

heavy / light polling with many or few people voting **высокий / низкий процент участия избирателей в выборах**

11. **poll (BrE) | ballot** [*singular*] the total number of votes recorded in an election **итоги голосования; (общее) число / количество (поданных) голосов; голоса избирателей**: *Labour won / got the election with 40% of the poll. | In most constituencies the largest party can pull 40% of the poll. | Wilson came away with 64% of the poll.*

12. **the poll / polls** an election to choose a government or political representative; the process of voting and the counting of votes **выборы; голосование, баллотировка; подсчет голосов**: *Richards won a huge victory at the polls. | In 1945, Winston Churchill was defeated at the polls. | City officials do not expect many people at the polls. | Labour were the big winners in yesterday's poll. | The result of the poll won't be known until around midnight.*

13. **ballot** [*countable; uncountable*] a system of voting, usually in secret, in order to choose a candidate in an election or express an opinion about an issue, or an occasion when you vote in this way **(тайное) голосование, баллотирование, баллотировка; выборы**: *The result of the ballot will not be known for two weeks.*

by ballot | by / in a ballot of sb **путем (тайного) голосования**: *Party leaders are elected by ballot. | He was elected by a ballot of all the*

teaching staff in the college. | In a secret ballot of reporters who have covered both, Dole would probably defeat President Clinton.

void ballot *недействительное голосование*

14. **abstention (from voting)** [countable; uncountable] a vote in an election which is neither for nor against something or someone; a decision not to vote in an election or meeting **воздержавшийся; неучастие в голосовании:** *The number of abstentions is likely to be crucial. | There were ten votes in favour, six against, and three abstentions. | The draft law was passed by 134 votes to 19, with 5 abstentions. | There were high levels of abstention (from voting) in the last elections. | The overall abstention rate was reported to be as high as 55 percent of the electorate of 2,200,000.*
15. **polling day (esp. BrE) | election day (esp. AmE)** [countable] the day when people vote in an election **день выборов / голосования:** *On polling day, voters go to polling stations. | The outcome may well depend on who copes best with the long run in to polling day.*
16. **(voter) turnout | turnout (of voters)** [countable; uncountable] | **(voter) turnout rate** [countable] | **(voter) participation** [uncountable] | **(voter) participation rate** [countable] the number of people who vote in an election **явка (на выборы); количество избирателей, принявших участие в выборах:** *In most parliamentary democracies voter turnout tends to be around half to three-quarters of the electorate. | Participation is measured using voter turnout, or the percentage of the eligible voters who actually voted in national elections. | The 1996 presidential election produced the lowest percentage of voter turnout since 1824. | Turnout dipped / slid down despite an increase in voter registration. | Good weather on polling day should ensure a good turnout. | Election officials said the turnout of voters was low. | The highest turnout rate in the past 60 years came in the 1960 Kennedy-Nixon race when 62.8 percent turned out. | And major political issues are often decided on the basis of very low voter participation. | The turnout continues a downward voter participation trend that started in 1964. | In this second round the candidate with most votes would win the constituency seat provided that participation was above 25 percent.*
a turnout of 4,000,000 / 60% etc: *There was a relatively low turnout of just over 60 percent.*
turnout at / in / for an election / referendum / round of voting: *The turnout at a local election is also on average little more than half that at a general election. | Voter turnout in local elections was frequently as low as 25 percent, in contrast with over 70 percent in national elections. | The turnout for the 1992 primary election was 29 percent.*

turnout by sb: *Democratic strategists say a strong turnout by women is essential to re-electing Clinton.*

high / heavy // low turnout *высокая // низкая явка (на выборы):* *There was an unusually high turnout in the election, nearly twice the number predicted. | A high turnout was reported at the polling booths. | Heavy voter turnout has been predicted for the first primary of 1996. | Another factor cited for low voter turnout by young people was their greater mobility. | We're expecting quite a low turnout for the local elections.*

to put / estimate turnout at 55% etc *оценивать / приблизительно подсчитывать явку (на выборах):* *Initial estimates put (the) turnout at more than 70 percent in Gaza. | On polling day, the Information Ministry estimated turnout at 85 percent.*

17. **margin** [countable] the difference in the number of votes, points etc that exists between the winners and the losers of a competition or election *разница; преимущество:* *The margin in favour was 280-to-153.*

by a narrow / small / slim / thin margin: *Kennedy won the election by a narrow margin. | Danes voted by a narrow margin to keep their own currency. | Adenauer was only elected Chancellor by a slim / small margin. | The poll shows that the government is leading by the narrowest / slimmest of margins.*

by a wide / big / large / significant / comfortable margin: *The resolution was passed by a wide / big / large margin. | Recent polls say if the election were held today, Clinton would beat Dole by a significant margin. | But even there Dole won by a comfortable 12-point margin.*

by a margin of 100 votes / 10 points etc (to 50 votes / 5 points etc): *The election was won by a margin of only 200 votes. | The Senate approved the use of military force by a margin of 52 votes to 47.*

by a 10% / 100-vote / 10-point etc margin: *The bill passed by a one-vote margin. | He was re-elected by a 10-point margin.*

a margin over sb: *Some polls show he is favoured by female voters by a 2 to 1 margin over Dole.*

18. **majority** [countable – can be followed by a plural verb (BrE)] the number of votes by which a candidate or party wins an election *большинство; преимущество:* *Their majority in the House was reduced by 20. | The election produced a Conservative majority in the House of Commons. | Their attempt was voted down by a majority of House members.*

to win by / with a majority (of 1000 votes) *победить с преимуществом...: He won by a majority of 500. | The social democrats won with a clear majority.*

to win / get / gain / obtain / receive / secure / carry a majority *получить / завоевать большинство: He won a majority of votes to become party leader. | Yeltsin won majorities in more than 80 of the 88 electoral districts. | No candidate gained an absolute majority in the first round. | If the candidate obtains an absolute majority, he is appointed Chancellor by the Federal President. | They secured an absolute majority with only 35.1 % of the vote.*

to command / have / hold / enjoy a majority *иметь большинство, пользоваться поддержкой большинства: The National Party continues to command a majority in the House of Assembly. | Such coalitions are especially important in legislatures where no single party commands a majority. | The Conservatives had a huge overall majority in the House of Commons. | Democrats still hold a majority in the Senate. | They held a majority of seats on the National Executive Committee. | No single party enjoys an overall majority in the parliament.*

to maintain a majority *сохранять большинство: Their votes are needed this year to maintain the Republican majority in Congress.*

to lose a majority *потерять / утратить большинство: The Labour party have lost their majority in Parliament. | Religious conservatives lost their majority on the board in November.*

small / narrow / slim / slender / tiny / bare majority *незначительное большинство: Preserving a small majority was not a triumph for Mr Major in the real world. | He won by a narrow majority. | The Democrats have a slim majority in the House. | The Republicans won by a slender majority. | He had only a tiny parliamentary majority.*

bare / close majority *незначительное большинство*

large / clear / clear-cut / commanding / comfortable / outright / handsome majority *явное большинство: A referendum, held in March 1992, confirmed this position by a large majority. | In each case a clear majority of Republican voters rejected him. | The scandal over the tapes has also deprived Kuchma of a clear-cut majority in parliament. | Neither main party won a commanding majority. | Neither man won an outright majority.*

19. **absolute / overall majority | majority (AmE)** [*singular*] a result in an election when one candidate or political party wins more than half the total votes or seats *абсолютное большинство (голосов): If there is a party with an absolute majority in the lower house it will form the*

government. | *The Tories therefore would fall 12 seats short of an overall majority.*

20. **two-thirds / qualified majority** **большинство в две трети (голосов); квалифицированное большинство:** *A two-thirds majority (of votes) is needed to override a veto. | The Senate voted but failed to get a two-thirds majority on the balanced budget. | So too is the voting system, where a simple formula of 55% of member states, comprising 65% of the EU's population, will in almost all cases make up a qualified majority. | Yes, in theory, the commission could then re-submit the original proposals unamended, but in practice they would be unlikely to do so, not least because, if a third of national parliaments are against a proposal, so will be their governments, and the commission would be close to losing the qualified majority needed to pass laws.*
21. **simple majority | relative majority (BrE) | plurality (esp. AmE)** [countable; uncountable] *the largest number of votes received by a candidate or party in an election that is less than the total number of votes which all the other candidates or parties have received* **простое / относительное большинство (голосов):** *A simple majority was needed for approval. | His lawyers have appealed to the constitutional court against the decree, which was agreed by a simple cabinet majority. | In order to be elected, a constituency candidate needs only a plurality of the votes cast.*
to have a (thousand / 45%) plurality (of votes / the vote): *He had a thousand plurality and was elected President.*
to win a (thousand / 45%) plurality (of votes / the vote): *The Democrats won only a plurality of the votes cast. | He won a 48 percent plurality of the vote rather than an outright majority.*
to win by / with a plurality of 1000 votes: *The mayor won with a plurality of 12,000 votes, while the other two candidates had 9,000 and 7,000 votes, respectively.*
22. **minority** [singular; can be followed by a plural verb (BrE)] *a small group of people or things within a much larger group* **меньшинство:** *Only a minority support(s) these new laws.*
small / tiny minority: *These children are only a small minority. | It's only a tiny minority of people who are causing the problem.*
substantial / significant / sizeable minority
23. **to be in the majority** *to form the largest group* **быть в большинстве:** *The number of women on the committee has grown steadily and now they are in the majority.*
24. **to be in the / a minority** *to form less than half of a group* **быть в меньшинстве:** *Women are in the minority in the top ranks of*

government. | *Even in the 1960s, politically active students and academics were in a minority.*

25. **minority party** a political party that has a minority of seats in a parliament **партия меньшинства**: *The administration's minority party has put off the decision. | The presence of minority parties would also engender a diversity of opinions and ethnic backgrounds.*
26. **minority government** [countable] a government that does not have enough politicians in a parliament to control parliament and take decisions without the support of other parties **правительство меньшинства**: *The following day Labour formed a minority government under Michael Field.*
27. **landslide (victory) | sweeping victory** [countable; usually singular] a victory in an election in which one person or party gets a lot more votes than their opponents **убедительная / полная / крупная / безоговорочная победа на выборах**: *The newspapers were predicting a landslide (victory) / sweeping victory for Thatcher. | Few people expected Labour's landslide victory in 1945.*
(to win sth / to elect sb) by / in a landslide: *He won the presidential election by a landslide. | He was re-elected by a landslide. | He was elected mayor in a landslide last May.*
to win / achieve / gain / score / pull off (informal) a landslide (victory): *Her party won a landslide victory in the 1990 general election. | The party scored a landslide victory, winning 159 seats. | The Labour Leader won a landslide.*
28. **ballot (paper) | voting slip** [countable] a piece of paper on which you record your vote **избирательный бюллетень**: *In Ireland some voters would find the ballot paper confusing.*
on the ballot **в избирательном бюллетене**: *Voters also heavily endorsed a clause on the ballot paper calling for the convening of a constituent assembly to reform the Constitution.*
to put one's name on the ballot **внести чье-л. имя в избирательный бюллетень**: *They succeeded in putting Perot's name on the ballot in Florida.*
to cast a ballot (for sb / sth) **опускать / бросать избирательный бюллетень; подавать / отдавать голос**: *Only 22% of voters cast their ballots. | One-third of working-class voters have traditionally cast their ballots for Conservative candidates.*
to count ballots **считать / подсчитывать голоса избирателей**: *Election boards will count the ballots by hand.*

spoiled ballot papers ballot papers that have been marked incorrectly and so cannot be counted *недействительные избирательные бюллетени*

29. **absentee ballot** [*countable*] (*AmE*) a piece of paper which voters who are unable to be present at an election can vote on and send in by post *открепительный талон, бюллетень для заочного голосования / отсутствующих избирателей: He has already voted by absentee ballot. | You can also get an absentee ballot within three days if your application is received before October 28.*
30. **ballot box** [*countable*] a box in which you put your ballot paper after you have voted *избирательная урна, баллотировочный ящик: Another ballot box was available at the central library.*
31. **the ballot box** [*singular*] the democratic system of voting *демократическая система голосования / принятия решений: No society which believes in democratic values can allow the ballot box to be overridden by the bomb and the bullet.*
through / at / by means of the ballot box: *The voters have expressed their views through / at the ballot box. | And the people have changed several governments through the ballot box. | The issue will be decided at the ballot box. | Like everyone else, they will be able to pass judgment by means of the ballot box.*
32. **the polls** [*plural*] | **polling station** (*esp. BrE*) | **polling place** (*AmE*) [*countable*] the place where people go to vote in an election *избирательный пункт, помещение для голосования: The polls open at 7 a.m. | The polls will close in an hour. | Voters have been flocking to the polls to elect a new president. | Security was tight at the polling stations.*
33. **polling booth** (*esp. BrE*) | **voting booth** (*esp. AmE*) [*countable*] a small partly enclosed space in a polling station where you can vote secretly in an election *кабина для голосования: We cannot expect voters to leave their conscience behind them when they go to the polling booth. | In every state help is available for people in the voting booth.*

4. Electioneering

1. **to campaign** [*intransitive*] | **to canvass** [*intransitive; transitive*] to try to persuade people to support a political party, politician, plan etc by going to see them and talking to them, especially when you want them to vote for you in an election *проводить избирательную кампанию, агитировать (за кого-л. / политическую партию), вербовать*

сторонников перед выборами: *The party has been campaigning hard in the North. | She was canvassing in the Greenside area of town yesterday.*

to campaign / canvass for / on behalf of sb // for sth: *I wish to thank all my helpers who have campaigned for / on behalf of me / our party during the past few months. | I have to thank all my helpers who canvassed for me and helped me to win this election. | He is canvassing for the Conservative candidate. | He spent the rest of May canvassing for votes.*

to canvass sb / sth: *We'll have to canvass voters / the entire area before the election / referendum. | The USA is canvassing support from other Asian states.*

2. **to campaign | to crusade | to agitate** [*intransitive*] to try to achieve political or social change by persuading other people or the government to do something **проводить кампанию / участвовать в кампании за что-л. / против чего-л., бороться за что-л. / против чего-л., агитировать (за что-л. / против чего-л.)**

to campaign / crusade / agitate for (doing) sth: *Women campaigned / crusaded for equal pay and equal rights throughout the 1960s. | More people are agitating for social change / social justice / better conditions.*

to campaign / crusade / agitate against (doing) sth: *She campaigned / crusaded against sex and violence on television. | He agitated against the Vietnam war.*

to campaign / crusade to do sth: *The liberals campaigned / crusaded to expand the power of government / to change the law.*

3. **to contest | to fight (formal)** [*transitive*] to compete for something or to try to win it **бороться на выборах / за место (в парламенте)**

to contest / fight an election (campaign) **участвовать в выборах; бороться на выборах:** *A total of 406 candidates contested the election and a 72 percent turnout was registered. | He unsuccessfully fought the next three elections.*

to contest / fight a seat (on a council / in parliament) **бороться за место (в парламенте):** *His wife is contesting a seat on the council. | He subsequently fought and held his parliamentary seat against his former party.*

contested election / seat **выборы, в которых участвуют несколько кандидатов; напряженные выборы; место, за которое борются несколько кандидатов:** *No one there expected a contested election. | The opposition party won 392 of 485 contested seats.*

4. **agitation** [*uncountable; countable*] a public argument or action for social or political change **агитация, агитационная кампания**

agitation for / against sth: *mass agitation for / against political reform / social reform / civil rights / political rights / greater democracy*

to carry on (an) agitation: *Small shopkeepers carried on a long agitation against the big department stores.*

5. **electioneering** [*uncountable*] things that candidates or political parties say and do in order to persuade people to vote for them in an election, often things that do not seem sincere or fair **предвыборная агитация / кампания:** *genuine / crude electioneering | Modern electioneering is sophisticated and highly organized. | The second example of electioneering is aimed at youthful voters. | Critics have dismissed his visit to a shelter for the homeless as an obvious piece of electioneering.*
6. **the hustings** [*plural*] the political meetings, speeches, etc. that take place in the period before an election **предвыборная агитация / кампания**
on / at the hustings: *Most candidates will be out on the hustings this week. | The senator is usually at his best on the hustings. | But it is unlikely to happen at the hustings or in the run-up to the election. | With only days to go before elections in Pakistan, candidates are battling it out at the hustings.*
7. **the run-up / lead-up to sth** the period of time just before an important event; the preparation for this **преддверие; подготовительный период; подготовительная работа:** *the lead-up to the elections | When a canvasser called during the election run-up, he decided to rejoin. | The prime minister's spin doctors paid great attention to women's magazines during the run-up to the poll. | The company believes the products will sell well in the run-up to Christmas. | Everyone is very busy during the run-up to publication.*
in / during the run-up / lead-up to the election **в преддверии выборов:** *The issue of the monarchy is complicating politics in the run-up to the elections. | In the run-up to the November 1992 presidential elections, education was seen as a key issue. | The three are fighting over control of the provincial assemblies, which will be important in the run-up to the election. | In the lead-up to a presidential election, most parties who are fielding nominees will hold a nominating convention.*
8. **(election / electoral) campaign** [*countable*] a series of actions that a politician or political party does to try to win an election **выборная / предвыборная / избирательная кампания:** *The endless public appearances are an inevitable part of an election campaign. | In all more than 1,000 people were arrested during the electoral campaign.*
active / vigorous / whirlwind campaign **активная / бурная (избирательная) кампания**

feeble / weak campaign *пассивная (избирательная) кампания*
national / nationwide campaign *общенациональная кампания*
to plan a campaign *планировать / готовить кампанию: Richards and his team have already started planning his campaign for election as party leader.*

to launch / mount / organize / start a campaign *начать / открыть / развернуть / организовать кампанию: Republicans accused the Democrats of launching a smear campaign. | The Labour Party mounted a smear campaign against Livingstone before the election.*

to conduct / fight / run / wage / carry on a campaign *проводить кампанию: The prime minister is conducting an impressive campaign. | Mr Kinnock fought a good campaign. | Jesse Jackson ran a quixotic campaign against Michael Dukakis in 1988. | Buchanan has waged a vigorous Arizona campaign.*

the campaign gets off to a good // bad start *кампания начинается хорошо // плохо*

the campaign fizzles out *the campaign gradually comes to a stop, especially because people have become less interested* **кампания терпит неудачу / проваливается / сходит на нет**

presidential campaign | campaign for president / the presidency *избирательная кампания по выборам президента: He ran a lacklustre campaign for president in the 1992 primaries.*

9. **race** [*countable; usually singular*] *a situation in which one group of people competes with another, especially for political power*
избирательная кампания; борьба, конкуренция; гонка, погоня
a race with / between sb

a race for sth / to do sth: *Polls give him the edge over his Democratic rival in the race for the presidency.*

to enter / join a race *включиться в борьбу / гонку: Another candidate has now entered the presidential race / the race for the White House.*

to be in / be involved in a race *участвовать в борьбе / гонке: He is no longer in the race for the presidency. | The only serious contender left in the presidential race is Guei himself.*

to lead a race | to be ahead in a race *лидировать в гонке, возглавлять гонку: Two right-wing candidates lead the presidential race.*

to lag behind / be left behind in a race *отставать в гонке: He is lagging behind in the race for the presidency.*

to win // lose a race *побеждать // проигрывать в борьбе / гонке:* *Who will win the race for the White House? | He lost the presidential race / the race for district attorney.*

to drop out of / get out of / pull out of / quit / withdraw from a race *прекратить борьбу / гонку, выйти из борьбы:* *He dropped out of / quit the presidential race on Friday. | Lamar Alexander dropped out of the presidential race Wednesday. | Gramm is the third candidate to quit the presidential race.*

a presidential / congressional / gubernatorial / Senate race: *To climb back into the presidential race, he must get abortion off the agenda. | The cost of the presidential and congressional races may top \$ 1. 6 billion.*

10. **to be in the running (for sth)** to have some hope of winning a race or competition *иметь шансы на успех / выигрши*
to be out of the running (for sth) to have no hope of winning a race or competition *не иметь шансов на успех / выигрши; выйти из игры*
11. **smear / dirty tricks / dirty / negative / whispering / hate campaign (by sb / against sb)** [*countable*] a deliberate plan to tell untrue stories about someone, especially a politician, in order to make people lose respect for them *грязная (избирательная) кампания:* *He puts all the accusations down to a vicious smear / dirty tricks campaign by his political opponents / against the party leadership. | Bush will make this the dirtiest presidential campaign ever fought. | It was the Cloggy episode which started the whispering campaign. | The hate campaign began again, including obscene phone calls.*
12. **spin** [*singular; uncountable*] (*informal*) a way of providing information that makes it seem to be favourable for a particular person or political party; a particular viewpoint or bias, especially in the media *выгодный угол зрения, выгодное освещение какого-л. события:* *We would like to see more realistic policies and less Labour Party spin.*
to put a spin on sth: *They tried to put a favourable / positive spin on the news coverage of the controversial speech. | This report puts a different spin on the issue / economic figures / sales figures.*
to give sth a spin | to give a spin to sth: *The New York Times gave a wholly improper political spin to the report.*
13. **spin doctor / master** [*countable*] (*informal*) someone whose job is to give information to the public in a way that gives the best possible advantage to a politician or organization; someone whose job is to make ideas, events, etc seem better than they really are, especially in politics *политтехнолог; эксперт по связям с общественностью:* *The*

election was won despite the spin doctors. | The party spin doctors would like us to believe that the government is committed to improving the environment. | There are those who are preparing to divide us, the spin masters and negative ad peddlers.

14. **to spin** [*transitive*] to present information or a situation in a particular way, especially one that makes you or your ideas seem good **подавать информацию предвзято; раскручивать, пиарить**: *The administration is relentlessly spinning the war. | An aide was already spinning the senator's defeat as 'almost as good as an outright win'. | Supporters attempted to spin the bill's defeat to their advantage.*
15. **to promise** [*intransitive; transitive*] to tell someone that you will definitely do or provide something or that something will happen **обещать, давать обещание**
to promise to do sth: *The government promised to increase public expenditure, to cut taxes and to balance the budget.*
to promise sb sth | to promise sth (to sb): *The great powers promised them an independent state. | The Conservative Party promised higher standards in education. | Relief organizations are promising aid to the country.*
to promise (sb) that...: *The government promised that they would reduce taxes / that the rich would no longer get preferential treatment.*
16. **to pledge** [*transitive*] to make an official and public promise that you will do something **давать торжественное обещание; заверять, обещать, клясться; связывать себя обещанием / клятвой**
to pledge to do sth: *The government pledged to reduce crime / end the fighting.*
to pledge sth (to sb / for sth): *The USA has pledged aid to the country. | Britain has pledged £1.3 million to the UN for refugee work.*
to pledge (one's) support / loyalty / solidarity / cooperation / allegiance (to sb / for sth): *We are asking people to pledge their support for our campaign. | Should new citizens of Canada pledge allegiance to the queen of Great Britain?*
to pledge that...: *The president has pledged that inflation will continue to fall and the economy will continue to grow.*
17. **to commit oneself (to sth / to doing / to do sth) | to commit to sth / doing sth | to pledge oneself to do sth / to sth** to agree or promise to do something important **брать / принимать на себя обязательство, связывать себя обязательством**: *You don't have to commit yourself at this stage. | The government must commit itself to improving health care. | Both sides committed themselves to settle the dispute peacefully. | Once we have committed to this course of action*

there is no going back. | They have pledged themselves to root out state corruption.

18. **to commit sb to sth / doing sth | to pledge sb to sth / to do sth** [transitive] to make someone agree or promise to do something
обязать, налагать обязательства: *The speech did not commit the rebels to a ceasefire. | He clearly committed his government to continuing down the path of economic reform. | The treaties renounce the use of force and pledge the two countries to co-operation.*
19. **(to be / remain) committed to sth / doing sth** having promised to be involved in a course of action **приверженный чему-л.:** *The government was committed to further reductions in defence spending. | We are committed to withdrawing our troops by the end of the year.*
20. **promise** [countable] a statement that you will definitely do or provide something or that something will definitely happen **обещание**
solemn / sacred promise торжественное обещание, клятва
vague promise (about sth) неопределенное / расплывчатое / туманное обещание: *The politicians made vague promises about independence.*
empty / false / hollow promise пустое / фальшивое обещание, пустые слова: *We don't want any more empty / false / hollow promises from the government.*
rash promise опрометчивое / поспешное / безрассудное обещание: *He made all sorts of rash promises about economic growth.*
21. **pledge** [countable] (formal) a serious and firm promise that is made publicly and officially **(публичное) обещание; клятва; обязательство:** *The government ignored its pledges to hold democratic elections / to make no deals with terrorists.*
pledge on sth: *They comprise pledges on national standards and a new set of promises specifically geared to the local area.*
22. **promise | pledge COLLOCATIONS**
promise / pledge of sth (from sb): *a promise of help / support (from sb) | Sunday's vote was a test of the new president's pledge of fair elections.*
to give (sb) / make a promise (to sb) давать / делать обещание: *As a leader in the Senate, you make progress by making promises others can count on.*
to give (sb) / make / take a pledge давать / делать обещание: *All the candidates have given / made pledges not to raise taxes if they are elected. | Dole refuses to take a pledge to keep the party pro-life.*
to keep / fulfil / carry out / deliver (on) / live up to / honour / be true to a promise / pledge выполнить / сдержать обещание, сдержать слово: *The rebels failed to keep a promise / pledge to*

release the two men. | Eisenhower fulfilled / carried out his election pledge to end the war in Korea. | He failed to deliver (on) his key election / campaign promises / pledges. | The country will be forced to live up to the promise / pledge of democracy. | The King was not called upon to honour his promise / pledge.

to break / go back on / renege on / backtrack on / backpedal on a promise / pledge *не выполнить / не сдержать / нарушить обещание, не сдержать слово: The army broke its promise / pledge to return the country to civilian rule. | Any pause in progress towards the objective is a matter of going back on electoral promises / pledges. | The government reneged on its promise / pledge to ensure full employment. | The President is backtracking / backpedalling on some of his election promises.*

election / electoral / campaign promise / pledge *предвыборное обещание: They have made some studies of specific election / electoral pledges and their fulfilment by governments. | Scott made a campaign promise not to raise taxes.*

broken promise / pledge *нарушенное обещание: the party's broken election promises / pledges*

23. **commitment (to sth)** [*countable*] a promise to do something *обязательство; приверженность чему-л.; обязанность: The peace talks ended with smiles and handshakes, but no commitment. | His adviser expressed America's commitment to economic development.*

to make / give a commitment (to sth) *брать на себя обязательство, связать себя обязательством: They made a commitment to peace. | But the environment minister could not give any firm commitment to further government funds.*

to have a commitment (to sth) *иметь обязательство: The governor has a strong commitment to equal pay and opportunities / creating jobs in the state.*

to honour / fulfil / meet a commitment (to sb / sth) *выполнять обязательство: The Government will continue to honour its commitment to pensioners.*

to reaffirm one's commitment (to sth) *(повторно / вновь) подтвердить обязательство: He insisted that he had acted within the Constitution and reaffirmed his commitment to multiparty democracy.*

5. Influencing voters

1. **to influence** [*transitive*] to affect the way someone or something develops, behaves, thinks etc without directly forcing or ordering them
влиять, воздействовать, оказывать влияние
to influence sb (to do sth): *Judges should not be influenced by political motives. | Their purpose is to influence government to adopt policies favourable to them.*
to influence sth: *to influence (the outcome of) elections / political actions / policy / strategy | to influence one's beliefs / opinions / views / attitudes / tastes / preferences / culture / behaviour / development / decisions / public opinion | How does the media influence elections? | There are many aspects of the environment that might influence political beliefs and actions.*
to influence sb / sth deeply / greatly / heavily / profoundly / significantly / strongly: *Both societies are deeply influenced by their history and by their perception of that history. | Education has been heavily influenced by colonialism.*
to seek / try to influence sb / sth: *The politicians sought to influence voters / their electorate (in their choice of candidate) in the general election. | Different groups form to try to influence decisions concerning these issues.*
2. **to shape** [*transitive*] to influence something such as a belief, opinion, policy, someone's character etc and make it develop in a particular way
формировать, придавать форму: *to shape one's beliefs / opinions / views / attitudes / tastes / preferences / culture / behaviour / development / policy / strategy / public opinion | People's political beliefs are often shaped by what they read in the newspapers. | He was very influential in shaping the government's economic policy / strategy. | The public policy of the USA is shaped with a view to the benefit of the nation as a whole.*
3. **to instil | to implant | to inculcate (formal)** [*transitive*] to put a feeling, idea or principle gradually into someone's mind, so that it has a strong influence on the way they think or behave; to strongly fix ideas, feelings or opinions in someone else's mind so that they influence their character or behaviour
(исподволь) внушать; вселять; внедрять; прививать; насаждать
to instil / implant / inculcate confidence / enthusiasm / fear / discipline / ideas / beliefs / attitudes (in / into sb): *They attempt to instil fear in / into people and discourage freedom of thought. | He had a deep sense of patriotism that had been implanted in / into him by his father. | She tries very hard to inculcate traditional values in / into her students.*

to instil / inculcate sb with sth: *It is easy to instil the minds of young children with fixed ideas, whether right or wrong. | Schools inculcate children with patriotic ideas from an early age.*

4. **to indoctrinate | to brainwash** [*transitive*] to force someone to accept a set of political or religious beliefs by repeating the same idea many times so that the person cannot think in an independent way **внушать; внедрять; насаждать; промывать мозги, подвергать (идеологической) обработке**

to indoctrinate / brainwash sb (to do sth / into doing sth): *People were indoctrinated not to question their leaders. | Citizens were indoctrinated into believing that their leader was the source of all wisdom and goodness. | The government is trying to brainwash them into thinking that war is necessary. | We were brainwashed to believe we were all equal.*

to indoctrinate sb (with sth / in sth): *It is too easy for any State or Church to indoctrinate young children with the views that it considers correct. | Some parents were critical of attempts to indoctrinate children in green ideology.*

5. **to sway** [*transitive*] to influence someone so that they change their opinion **повлиять, склонять (кого-л. к чему-л.); иметь влияние**

to sway sb: *He made a speech that swayed the voters.*

to sway one's opinion / public opinion: *Others said they have already decided who will get their vote, and the vice presidential selection will not sway their opinion. | These arguments swayed public opinion.*

to sway sb into doing sth: *Her speech failed to sway the voters into supporting her plan.*

6. **to swing (1)** [*intransitive*] **to shift** if people or their opinions, ideas, attitudes, feelings or emotions swing, they change quickly to the opposite of what they were **(резко) меняться / колебаться**

to swing (away from sb / in sb's favour / the other way): *At the next general election the voters can swing again. | The mood amongst Tory MPs seems to be swinging away from their leader. | Public opinion began to swing in their favour / the other way.*

to swing from sth to sth / between sth and sth: *His opinions would often swing from one extreme to the other. | Forecasts about the course of democracy tend to swing from optimism to despair.*

to shift: *shifting attitudes towards marriage | Public attitudes towards marriage have shifted over the past 50 years.*

to shift (away) from sb / sth (to / towards sb / sth): *The balance of power shifted away from workers towards employers.*

to shift (to / towards sth): *Public opinion was beginning to shift to the right. | Public opinion had shifted sharply to the left following the war. | Her sympathies gradually shifted to the side of the protesters.*

(2) [transitive] to influence or win over; to manage or arrange successfully; to bring around to the desired result **(резко) изменить / повлиять; победить, добиться победы**

to swing sth away from sb: *This latest scandal could swing popular support away from them.*

to swing the vote / votes (in sb's favour) **(резко) изменить / повлиять на политические предпочтения / симпатии избирателей:** *Recent events swung the vote in our favour. | Do campaign gifts swing votes? | She should be able to swing a significant number of women's votes.*

to swing an election (in sb's favour) **успешно провести выборы, добиться успеха / победить на выборах:** *Her last speech swung the election in her favour.*

7. **to disabuse** [transitive] (formal) to make someone realize that they were wrong to believe something **разубедить; выводить из заблуждения; освободить от иллюзий:** *to disabuse sb of an idea / notion / belief / impression / illusion | The government did nothing to disabuse the public of this impression.*

8. **influence** [uncountable; countable] the effect that a person or thing has on someone's decisions, opinions, or behaviour or on the way something happens **влияние, воздействие**

influence on / over sb / sth: *We turn now to influences on attitudes and votes. | The presidency gave him unusual influence over the profession.*

to have / exercise / exert / wield influence (on / over sb / sth) **влиять, оказывать / иметь влияние:** *He has a huge amount of influence on / over the city council. | He denies exercising / exerting any political influence over them. | The president's wife wields enormous influence within the party.*

to use one's influence (with sb // to do sth // for sth) **использовать свое влияние:** *They used their influence with opposition leaders, cautioning them against agitating for further violence. | He tried to use his influence to put pressure on the voters. | The government should continue to use its influence for the release of all hostages.*

to increase / consolidate / strengthen one's influence **укреплять / усиливать свое влияние:** *Britain tries to increase its influence by placing its representatives in key posts, but all member states do that.*

to diminish one's influence *ослаблять / уменьшать чье-л. влияние: But this did not diminish their influence and importance. | His political influence was significantly diminished.*

to neutralize / counteract / curb sb's influence *нейтрализовать чье-л. влияние: Recent events have done much to neutralize the influence of the right-wing.*

to gain / buy (sb) influence *получить / завоевать влияние: His wealth can buy him political influence.*

to be // come / fall under sb's influence / under the influence of sb / sth *находиться под чьим-л. влиянием; подпадать под чье-л. влияние: They came under the influence of a strange religious sect. | There they fell under the influence of activist revivalists and reformers.*

positive influence *положительное / позитивное влияние*

bad / disruptive / negative / pernicious influence *вредное / негативное / пагубное влияние*

steadying / restraining influence *сдерживающее влияние: The Egyptian president could act as a steadying influence on the talks.*

big / considerable / enormous / great / powerful / profound / strong / tremendous influence *сильное влияние: The Council had considerable influence over many government decisions.*

far-reaching influence *далеко идущее влияние*

undue influence *чрезмерное влияние: They were accused of interfering with voters and exerting undue influence.*

9. **propaganda** [*uncountable*] information which is false or which emphasizes just one part of a situation, used by a government or political party in order to influence people's opinions and beliefs *пропаганда: political / ideological / enemy / wartime propaganda | democratic / liberal / communist / anti-communist / right-wing / left-wing / fascist / racist propaganda | a piece of anti-government propaganda | The film was later used for propaganda purposes. | Propaganda is a tool of war. | At school we were fed communist / right-wing propaganda.*

to use / engage in / spread propaganda *вести пропаганду, заниматься пропагандой: At the same time they are using propaganda and terror to boost their position in the countryside.*

to subject sb to propaganda *подвергать кого-л. действию пропаганды*

to neutralize / counteract propaganda *противодействовать пропаганде, нейтрализовать пропаганду*

vicious propaganda *грязная пропаганда*

(to begin / mount // step up // win // lose) a propaganda campaign / war *an organised plan to spread propaganda пропаганда*

кампания / война: *Khomeini began a propaganda campaign against the Shah. | They mounted a propaganda campaign against Western governments. | They stepped up the propaganda campaign to end military government. | We pride ourselves on having won the propaganda war. | Mr Barak has lost the propaganda war.*

propaganda machine people who produce propaganda
пропагандистский аппарат: *The propaganda machine lied about the scale of casualties in our Civil War. | But in recent weeks it has cranked an impressive propaganda machine into action.*

10. **indoctrination | brainwashing | brainwash** [uncountable] **внушение идей; промывание мозгов; (идеологическая / политическая / религиозная) обработка:** *political / ideological / religious indoctrination / brainwashing | Education is indoctrination, or, as described today, the brainwash. | There was a lot of brainwashing involved.*

to subject sb to indoctrination / brainwashing *подвергать кого-л. идеологической обработке:* *The military in particular were subjected to intense political indoctrination.*

11. **swing** [countable] **(1) shift** [countable] a noticeable change in opinions, ideas or emotions **(резкое) изменение (политических предпочтений / симпатий избирателей):** *Educational practice is liable to sudden swings and changes. | In the 1979 election some locally popular candidates held their marginal seats against the national swing. shift in sth (towards sth): There was a dramatic shift in public opinion. | There has been a dramatic shift in public opinion towards peaceful negotiations. | Recently there has been a subtle shift in public opinion about the environment.*

swing / shift to / towards sb / sth: *In the last elections there was a swing to the right. | The swing towards the Tories suggests an unwillingness to see Kinnock as prime minister. | There has been a recent shift towards involving more laypeople in decision making.*

swing (away) from sb / sth (to sb / sth) / against sb / sth: *There was a massive twenty per cent swing away from the Conservatives to the Liberal Democrats. | If there is a swing against the Tories, the prospects for Mr Devlin look bleak.*

to show a swing to / towards sth: *The party's new policies show a swing towards the centre.*

swing in sth: *There has been a huge swing in public opinion on the issue.*

(2) a change in the relative distribution of popular support for political parties **процент избирателей, меняющих свои политические**

предпочтения / симпатии: *The Democrats only need a 5% swing to win this election.*

swing to sb: *The swing to the Liberal Democrats at Newbury was 29%. | There has been a significant 15 per cent swing to Labour.*

swing (away) from sb (to sb) / against sb: *In 1987, there was a small 2.5 percent national swing from Conservative to Labour. | In Brent, the swing against Labour was 7.3%.*

12. **the pendulum (of opinion) | the political pendulum** the tendency of ideas, beliefs, opinions etc to change regularly to the opposite
маятник (общественного мнения)
the swing of the pendulum the movement of public opinion from one extreme to the other **(резкое) изменение общественного мнения / политических симпатий избирателей**
the (political) pendulum swings back / in the other direction / the other way / in sb's favour / from sth to sth / back and forth: *The pendulum of public opinion has swung back / in the other direction. | Now the pendulum seems to have swung the other way. | The political pendulum has swung in favour of the liberals. | The pendulum has swung from silly dreaming to grinding pragmatism. | The pendulum of public pressure swings back and forth.*
13. **undecided / wavering / floating (BrE) / swing (AmE) voter | undecideds | waverer** [countable] someone who cannot make a decision about which political party to vote for at an election; someone who does not always vote for the same political party at elections
колеблющийся избиратель: *He will argue that there are still a lot of undecided / floating / wavering / swing voters to make up their minds. | We'll be working hard over the next ten days to win over the undecided voters. | We must persuade the undecideds / waverers to vote with us. | Some observers believe polls overestimated the influence of undecided voters. | On past records, most waverers go for the challenger rather than the one who holds power.*
14. **ballot (box) stuffing** [uncountable] **наполнение избирательных урн бюллетенями членами избирательных комиссий в пользу к.-л. кандидата:** *Voting was characterized by frequent procedural violations and instances of apparent manipulations, including serious indications of ballot box stuffing.*
15. **multiple voting** [uncountable] the practice of voting in more than one constituency in the same election **множественное голосование (голосование одного избирателя в нескольких избирательных округах):** *Proven charges of ballot stuffing and multiple voting demand investigations.*

6. Polling

1. **to poll | to survey** [*transitive*] to ask a large group of people the same questions in order to find out what most people think about something
проводить опрос (общественного мнения) / анкетирование
to poll / to survey sb (about / on sth): *More than 70 per cent of the voters who were polled said that they approved of his record as president. | Almost 60% of those surveyed said they supported the President's action. | Researchers surveyed 10,000 customers about / on the quality of companies that they used.*
2. **poll | (public) opinion poll | (public opinion) survey** [*countable*] the process of asking a large group of people the same questions in order to find out what most people think about something; a record of the result of this
опрос (общественного мнения); социологическое исследование: Another poll / survey asked respondents if they favoured nuclear war. | The latest opinion poll puts the Democrats in the lead.
poll / survey of sb *опрос кого-л.: We conducted a poll / survey of parents in the village.*
poll on sb / sth | survey on / into sth: *We are doing a weekly poll on the president, and clearly his popularity has declined. | The committee carried out a survey on parking problems in residential areas. | Read the article below about a survey into volunteering.*
in the polls: *Labour is ahead in the polls. | He was still behind in the polls. | The Republicans are gaining / losing ground / support in the opinion polls. | They're worried about the government's present low standing in the polls.*
to carry out / conduct / do / undertake a poll / survey (among sb)
проводить опрос общественного мнения: MORI carried out / conducted / did / undertook a poll / survey among senior managers to get their views on taxation.
a poll / survey shows / indicates / finds / suggests / reveals that... | according to a poll / survey... : *Recent opinion polls show that the President's popularity has declined / slipped. | Polls indicate that education is the top issue with voters. | A recent poll found that 80% of Californians support the governor. | Opinion polls suggest that only 10% of the population trusts the government. | According to the polls, a huge majority of citizens oppose bilingual education.*
to lead (sb) (in) (the) (opinion) polls | to top polls *лидировать в опросе общественного мнения: Labour led strongly in the opinion polls. | The party chairman now leads nationwide polls for president. | He leads Dole in Arizona polls. | Rudy Giuliani tops Republican polls.*

to commission a poll / survey *заказать опрос общественного мнения*

3. **exit poll** [countable] the activity of asking people, as they leave a polling station, how they have voted in an election in order to discover the likely result *опрос избирателей на выходе с избирательного участка, экзит-пол*
4. **pollster** [countable] a person or organization that prepares opinion polls *специалист по опросу общественного мнения; интервьюер; институт общественного мнения*
5. **(popularity / approval) rating** [countable] a measurement of how good, important, popular etc someone or something is *рейтинг (популярности): When Mr Estrada took office in 1998 his approval rating was 60 %.*

high / record // low rating: *The President's popularity rating is high / low according to recent opinion polls. | He leaves office with record approval ratings.*

to have / enjoy a rating: *At the end of the Gulf War he had the highest poll rating of any President. | At that time Clinton enjoyed the highest public approval ratings of his presidency.*

a rating is at a new / record / all-time high / low | a rating is at a high / low point: *The president's popularity ratings are at a record low. | New public opinion polls show the president's approval rating at its lowest point since he took office.*

a rating rises / goes up (to sth) | a rating rises to / reaches / hits a new / record / all-time high | a rating rises to / reaches a high point: *The President's approval rating rose to 78%. | Staying above the fray, he has gone about his duties and watched his approval ratings rise.*

a rating falls / goes down (to sth) | a rating falls to / sinks to / reaches / hits a new / record / all-time low | a rating falls to / sinks to / reaches a low point: *The Prime Minister's approval rating has fallen (as low as 12 percent) since he took office in 1998. | His approval ratings may even go down. | The government's popularity rating sank to an all-time low.*

Vocabulary practice

I. Sections: *Nomination, Election*

1. Match the words and phrases in List A with those in List B. Learn these lexical units.

List A

1. nomination for president
2. to win the Republican nomination
3. to put forward a candidate
4. to file one's candidacy
5. to withdraw one's candidacy
6. to run for the presidency
7. to run against sb
8. to elect sb president
9. to elect sb to parliament
10. general election
11. presidential election
12. close election
13. by-election
14. to hold an elective office
15. electoral register
16. elector
17. universal suffrage
18. term in office
19. to contest a seat
20. to win a seat
21. constituency
22. to rig an election
23. ballot rigging
24. regular election
25. early election
26. to declare the election invalid

List B

- a. завоевать место
- b. список избирателей
- c. досрочные выборы
- d. избирательный округ
- e. всеобщее избирательное право
- f. очередные выборы
- g. признать выборы недействительными
- h. подтасовка результатов голосования
- i. выдвижение на пост президента
- j. бороться за место
- k. фальсифицировать выборы
- l. выдвигать чью-л. кандидатуру на выборах
- m. участвовать в выборах на должность президента
- n. избирать кого-л. президентом
- o. всеобщие выборы
- p. избиратель
- q. напряженные выборы
- r. занимать выборную должность
- s. зарегистрироваться в качестве кандидата
- t. избирать кого-л. в парламент
- u. дополнительные выборы
- v. добиться выдвижения в качестве кандидата от Республиканской партии
- w. выборы президента
- x. соперничать с кем-л. на выборах

- y. снимать свою кандидатуру
z. срок полномочий

2. Match the words and phrases in List A with those in List B. Learn these lexical units.

List A

1. run-off
2. by-election
3. to hold an election
4. to win an election
5. to fight an election
6. to disrupt an election
7. electoral commission
8. election returns
9. electorate
10. to make a bid for sth
11. on the Republican ticket
12. to grant suffrage
13. to inaugurate sb as president
14. to set a threshold
15. to cross a threshold
16. neck and neck
17. president-elect
18. to call an election

List B

- a. преодолевать барьер
- b. объявлять выборы
- d. избиратели
- e. предоставить право голоса
- f. от Республиканской партии
- g. в равном положении
- h. предпринимать попытку достичь чего-л.
- i. торжественно вводить в должность президента
- j. проводить выборы
- k. вновь избранный президент
- l. участвовать в выборах
- m. победить на выборах
- n. результаты выборов
- o. устанавливать порог
- p. решающий тур выборов
- q. сорвать выборы
- г. избирательная комиссия
- s. дополнительные выборы

3. Give synonyms for the following words and phrases.

to nominate sb, to win (the Republican nomination), (electoral) register, candidate, successful (candidate), to run (for election), to elect (sb to parliament), to carry (a state), mid-term (election), to declare the election invalid, to schedule (an election), to fight (an election), (election) results, elector, bid, suffrage, to win (a seat), to rig (an election), ballot rigging, to cross (a threshold), close (election), neck and neck

4. *Suggest words and expressions that correspond to the following definitions.*

1. to elect someone to a political position, especially to represent you in parliament
2. an attempt to achieve or obtain something; an attempt to win an election
3. the job of being president
4. an occasion when people vote to choose someone for a political or official position
5. all the people in a country or area who have the right to vote
6. the practice of cheating in an election by producing a false record of the number of votes
7. to choose someone by voting so that they represent you or hold an official position
8. the act of officially suggesting someone for an election, job, position or honour
9. someone who has been elected as a new president, but who has not yet officially started the job
10. the fact that someone is a candidate in an election
11. when someone is elected again to the same position
12. a second election or competition that is organized when the first one does not have a winner
13. a special election to replace a politician who has left parliament or died
14. the results of an election
15. someone who has the right to vote in a political election
16. someone who is competing against you and who belongs to a different party or who have different aims or policies
17. an area of a country that elects a representative to a parliament, or the people who live and vote in a particular area
18. a list of the people supported by a particular political party in an election
19. the legal right to vote in national elections
20. to introduce a new person into an important job, such as that of president, by holding a special ceremony
21. to suggest someone or oneself as a suitable candidate to take part in an election
22. a position as an elected member of a parliament, committee, council, board, court etc
23. someone who has been suggested or being considered for an election, job, position or honour
24. a fixed period of time during which a politician or other official holds their job

25. to arrange or influence something such as an election in a dishonest way in order to produce a particular result
 26. to take part in an election as a candidate

5. Match the words in List A with those in List B to form phrases.

List A

1. to obtain
2. to put up
3. to withdraw
4. to run
5. to hold
6. to mount
7. to grant
8. to rig
9. to contest
10. to return
11. to carry
12. to seek
13. election
14. electoral
15. voter
16. term
17. to get over
18. hotly
19. to inaugurate
20. to elect sb

List B

- a. election
- b. in office
- c. reform
- d. contested
- e. for a term of office
- f. returns
- g. fraud
- h. a hurdle
- i. the nomination
- j. for a seat
- k. suffrage
- l. a president
- m. a bid for the presidency
- n. one's candidacy
- o. a state
- p. sb to parliament
- q. election results
- r. for election
- s. a seat
- t. an elective office

6. Fill the gaps in the sentences with prepositions or adverbial particles if necessary.

1. She was nominated our candidate.
2. Ferraro was the first woman to be nominated the job of vice president.
3. He is a candidate the office of Governor.
4. She is expected to announce officially her candidacy president early next week.
5. The new party is putting 15 candidates 22 seats.
6. William has been put a candidate for the committee.
7. You have said that you will stand the presidential election next year.

8. There will be three candidates running her.
9. He returned to politics in January 1995 when he and his wife were elected parliament.
10. Morris was re-elected a third term.
11. Durrant was returned Parliament an increased majority.
12. He ran governor the Republican ticket.
13. He hopes to visit China during his second term office.
14. Jackson announced his intention to run President.
15. Three women with the same name are standing this seat.
16. There will be a run-off these two candidates on December 9th.
17. General Herrera was elected a third term office as President.
18. The Government's term of office runs at the end of the year.

7. Choose the word or phrase (from the list) that best completes each of the sentences below. Change the grammatical form of the word or phrase if necessary.

to schedule, rigging, to hold, to withdraw, neck and neck, bid, to serve, elector, to inaugurate, candidacy, to fix, electoral, to run for, returns, to nominate, to contest, to carry, to win, to return, candidate, to put up, opponent, franchise, to mount, threshold, to announce, to run against, seat

1. In 1960, young Democrats took over the party by John E. Kennedy for the presidency.
2. She was nominated as our
3. Bob Dole none the less remains the front-runner in the race the Republican presidential nomination.
4. Eight months later he announced his for the U. S. Senate.
5. Do you really intend for that seat?
6. Richard Roe will mayor.
7. Mr Meaney made an unsuccessful for the presidency two years ago.
8. Women are given the on the same basis as men.
9. Reagan became the first incumbent two terms in the presidency since Dwight D. Eisenhower in the 1950s.
10. Republicans 235 of the 435 seats in the House.
11. The poll was widely discredited after allegations of ballot
12. It is no easy job John Glenn, Ohio's Democratic senator.
13. He plans a seat on Cookstown district council in the May elections.
14. He his nomination less than twelve hours later.
15. No Democrat Arizona since 1948.
16. The elections for mid-June.

17. Early show that the Labour Party is in the lead.
18. The party now feels the time is right to a bid for power.
19. The new President in January.
20. Just six of those parties managed to cross the 5 percent necessary for official status in the Duma.
21. Opinion polls show the two main parties are running
22. Some international observers claim the election

8. *Translate these sentences. Give synonymous translations if possible.*

1. Республиканцы выдвинули его кандидатом в президенты на предстоящих всеобщих выборах.
2. Два известных политика борются за выдвижение в качестве кандидата на пост президента от Демократической партии.
3. Он очень легко добился выдвижения в качестве кандидата на пост президента от Республиканской партии.
4. Ему пришлось снять свою кандидатуру на президентских выборах.
5. Каждая партия имеет право выставить одного кандидата на выборах.
6. Он планирует выставить свою кандидатуру на выборах губернатора / на выборах в парламент страны.
7. Ему придется соперничать на выборах с двумя достойными кандидатами.
8. Он был избран в местный парламент / на должность премьер-министра.
9. Правительство собирается объявить о проведении выборов через месяц.
10. Всеобщие выборы будут проведены в будущем году.
11. На выборах в национальный парламент он побеждал дважды и один раз потерпел поражение.
12. Несмотря на все усилия, предпринятые правительством, очередные выборы были сорваны.
13. Она никогда не занимала выборной должности.
14. В последнее время было отмечено усиление националистических настроений среди избирателей.
15. В этом году он снова собирается бороться за пост президента.
16. Он участвует в президентских выборах от Демократической партии.
17. Он принимает участие в выборах в парламент по спискам правоцентристской партии.
18. В то время большинство избирателей проголосовало за крайние левые партии.

19. Впервые президентские выборы были проведены на основе всеобщего и равного избирательного права при тайном голосовании.
20. Мы надеемся, что ныне действующий президент будет переизбран на новый четырехлетний срок.
21. Срок полномочий правительства истекает в следующем году.
22. Он подал в отставку с поста президента страны.
23. Наш кандидат завоевал место в комитете по правам человека.
24. Торжественная церемония вступления президента в должность пройдет в январе будущего года.
25. Оппозиция опасается, что результаты парламентских выборов будут сфальсифицированы.
26. Ходили слухи о подтасовке результатов голосования.

II. Section: *Voting*

1. *Match the words and phrases in List A with those in List B. Learn these lexical units.*

List A

1. to vote a proposal through
2. to vote a motion down
3. to outvote sb
4. to go to the polls
5. to stay away from the polls
6. to turn out for an election
7. to cast a vote
8. the deciding vote
9. count of votes
10. to put sth to the vote
11. to have a vote on sth
12. abstention from voting
13. polling day
14. high turnout at an election
15. to win an election by a narrow margin
16. to win an election by a wide margin
17. absolute majority

List B

- a. избирательный пункт
- b. быть в большинстве
- c. высокая явка на выборы
- d. принимать участие в выборах
- e. абсолютное большинство
- f. день выборов
- g. избирательная урна
- h. убедительная победа на выборах
- i. открепительный талон
- j. быть в меньшинстве
- k. избирательный бюллетень
- l. простое большинство голосов
- m. провести предложение путем голосования
- n. выиграть выборы с большим преимуществом
- o. не ходить на выборы
- p. нанести кому-л. поражение путем голосования

18. relative majority	q. выиграть выборы с
19. to be in the majority	незначительным преимуществом
20. to be in the minority	г. неучастие в голосовании
21. landslide victory	s. проводить голосование
22. ballot paper	t. поставить на голосование
23. absentee ballot	и. подсчет голосов
24. ballot box	v. подавать голос на выборах
25. polling station	w. кабина для голосования
26. polling booth	x. явиться на выборы
	y. отклонить предложение путем голосования
	z. решающий голос

2. Give synonyms for the following words and phrases.

to vote sth down, to win (votes), (the deciding) vote, to have (a vote on sth), (to put sth to the) vote, polling (day), (voter) turnout, high (turnout), to put (turnout at 55 per cent), narrow (margin), wide (margin), to win (a majority), to have (a majority), small (majority), large (majority), absolute (majority), two-thirds (majority), relative (majority), landslide (victory), polling station, polling (booth)

3. Suggest words and expressions that correspond to the following definitions.

1. a box in which you put your ballot paper after you have voted
2. the day when people vote in an election
3. a government that does not have enough politicians in a parliament to control parliament and take decisions without the support of other parties
4. a small partly enclosed space in a polling station where you can vote secretly in an election
5. a choice or decision that you make by voting in an election or meeting
6. the difference in the number of votes, points etc that exists between the winners and the losers of a competition or election
7. the number of people who vote in an election
8. a result in an election when one candidate or political party wins more than half the total votes or seats
9. to vote in an election
10. the total number of votes recorded in an election
11. a system of voting, usually in secret, in order to choose a candidate in an election or express an opinion about an issue, or an occasion when you vote in this way

12. to elect or dismiss someone by voting
13. to choose not to vote for or against something in an election; to choose not to vote in an election or meeting
14. to defeat a person or an idea by winning more votes than them
15. the number of votes by which a candidate or party wins an election
16. to go somewhere in order to be present at an event or take part in an activity
17. a victory in an election in which one person or party gets a lot more votes than their opponents
18. the place where people go to vote in an election
19. to approve a plan, law etc by voting
20. the largest number of votes received by a candidate or party in an election that is less than the total number of votes which all the other candidates or parties have received
21. a piece of paper on which you record your vote
22. a piece of paper which voters who are unable to be present at an election can vote on and send in by post
23. to show by marking a paper, raising your hand etc which person you want to elect or whether you support a particular plan
24. a small group of people or things within a much larger group
25. to reject sb or a plan, law etc by voting

4. *Match the words in List A with those in List B to form phrases.*

List A

1. to vote
2. to abstain
3. to cast
4. narrow
5. minority
6. polling
7. to vote on
8. to vote sb
9. to turn out
10. deciding
11. recount
12. to put a proposal
13. polling
14. turnout
15. to command

List B

- a. vote
- b. a majority
- c. ballot
- d. box
- e. day
- f. victory
- g. in the minority
- h. ballot papers
- i. rate
- j. for an election
- k. majority
- l. a victory
- m. party
- n. Labour
- o. from voting

16. overall	p. of votes
17. to be	q. to the vote
18. sweeping	r. station
19. to win	s. a proposal
20. spoiled	t. into office
21. absentee	u. a vote for sb
22. ballot	v. margin

5. *Fill the gaps in the sentences with prepositions or adverbial particles if necessary.*

1. Independent candidates won the majority of seats the local council.
2. I cannot understand people who continue to vote Conservative after they have lost their homes or their jobs, or both.
3. The proposals were voted yesterday.
4. The leaders asked their workers to abstain voting.
5. Party leaders are elected ballot.
6. Recent polls say if the election were held today, Clinton would beat Dole a significant margin.
7. He won last month's presidential election a landslide.
8. The Socialists won a narrow majority.
9. The vast majority of people voted closer links with Europe.
10. With policies like that, he'll be voted in the next election.
11. The committee voted a proposal to cut the defence budget.
12. Turnout slid down despite an increase voter registration.
13. She cast her vote the Communist Party.
14. This seems to be an area of disagreement, so let's put it the ballot.
15. About 70% of the population turned the election.
16. The Congress voted a motion to change the union's structure.
17. Initial estimates put the turnout more than 70 per cent in Gaza.
18. By comparison, the turnout the 1992 primary election was 29 percent.
19. Women are the minority in the top ranks of government.
20. The issue will be decided the ballot box.

6. *Choose the word or phrase (from the list) that best completes each of the sentences below. Change the grammatical form of the word or phrase if necessary.*

poll, to estimate, abstention, deciding, to turn out, to cast, count, to take, turnout, majority, to win, rate, ballot box, Labour, to defeat, the polls, to outvote, to abstain, secret, to cost, ballot, landslide, to split, to poll

1. France on that issue.
2. Voting will be by secret
3. The NLD a landslide victory in the elections five months ago.
4. He 23,579 votes.
5. The new environmental party the liberal vote.
6. The proposal by 767 votes to 121.
7. This policy her thousands of votes.
8. We're trying to encourage young people to go to
9. They are determined to win power through the, not by violence.
10. I voted at the last election.
11. Yet statistics show voter sliding down.
12. About 70% of the population for the election.
13. By the end of the day, less than 40% of the population their votes.
14. But 26 million voters, or 69 % of the electorate,
15. In 1972 Richard Nixon became the first Republican to win a of Catholic votes.
16. The Senate had already approved the treaty on Sept. 17 by 176 votes to 16 with one
17. Why do you think we should a vote on that?

7. Translate these sentences. Give synonymous translations if possible.

1. Он всегда голосовал за консерваторов.
2. Я предлагаю провести голосование по этому вопросу.
3. Я предлагаю поставить вопрос на голосование.
4. Их предложение было отвергнуто в результате голосования.
5. Десять членов местного совета воздержались при голосовании.
6. На выборы явилось более половины всех избирателей.
7. Кандидат от Лейбористской партии получил 60% всех голосов.
8. Явка избирателей на выборы приблизительно составила 52%.
9. Консерваторы победили с незначительным / большим преимуществом / с преимуществом в 5000 голосов.
10. Наша партия имеет абсолютное большинство в парламенте.
11. В избирательной урне было обнаружено большое количество недействительных бюллетеней.
12. Если правящая партия будет проводить такую политику в области образования, то избиратели проголосуют против ее кандидатов на следующих выборах.
13. Их предложение было принято путем голосования.

14. Жителей города приглашают прийти на избирательные участки, чтобы выразить свое отношение к политике, проводимой местными органами власти.
15. Подобная политика стоила их партии большого количества голосов.
16. У председателя всегда есть право решающего голоса.
17. На последних президентских выборах был высокий процент воздержавшихся при голосовании.
18. У правящей партии большинство в парламенте.
19. Для преодоления вето президента требуется квалифицированное большинство членов парламента.
20. Для избрания кандидату необходимо набрать простое большинство голосов.

III. Section: *Electioneering*

1. Match the words and phrases in List A with those in List B. Learn these lexical units.

List A

1. to launch a campaign
2. to conduct a campaign
3. smear campaign
4. to give a pledge
5. to keep a pledge
6. to break a pledge
7. to campaign for sb
8. election campaign
9. to contest an election
10. to contest a seat
11. electioneering
12. in the run-up to the election
13. presidential campaign
14. the campaign fizzles out
15. to be in the running
16. to be out of the running
17. spin
18. spin doctor
19. to commit oneself
20. commitment

List B

- a. выйти из игры
- b. прекращать борьбу
- c. политтехнолог
- d. иметь шансы на успех
- e. обязательство
- f. выгодное освещение какого-л. события
- g. отставать в гонке
- h. включиться в борьбу
- i. лидировать в гонке
- j. нарушать обещание
- k. выполнять обязательство
- l. развернуть кампанию
- m. избирательная кампания по выборам президента
- n. кампания терпит неудачу
- o. давать обещание
- p. в преддверии выборов
- q. грязная избирательная кампания
- r. бороться за место

- | | |
|-----------------------------|--------------------------------|
| 21. to honour a commitment | s. брать на себя обязательство |
| 22. to enter a race | t. выполнить обещание |
| 23. to be in a race | u. предвыборная агитация |
| 24. to lead a race | v. избирательная кампания |
| 25. to lag behind in a race | w. участвовать в борьбе |
| 26. to drop out of a race | x. участвовать в выборах |
| | y. агитировать за кого-л. |
| | z. проводить кампанию |

2. Give synonyms for the following words and phrases.

to campaign (for sb), to crusade (for sth), to contest (an election), electioneering, election (campaign), active (campaign), feeble (campaign), national (campaign), to launch (a campaign), to conduct (a campaign), presidential campaign, to enter (a race), to be in (a race), to lead (a race), to lag behind (in a race), to drop out of (a race), smear (campaign), to put a spin on sth, pledge, to commit (oneself to sth), to give (a pledge), to keep (a pledge), to break (a pledge), empty (promise)

3. Suggest words and expressions that correspond to the following definitions.

1. to have some hope of winning a race or competition
2. a serious and firm promise that is made publicly and officially
3. the period of time just before an important event; the preparation for this
4. a deliberate plan to tell untrue stories about someone, especially a politician, in order to make people lose respect for them
5. a way of providing information that makes it seem to be favourable for a particular person or political party; a particular viewpoint or bias, especially in the media
6. to agree or promise to do something important
7. to compete for something or to try to win it
8. a series of actions that a politician or political party does to try to win an election
9. a situation in which one group of people competes with another, especially for political power
10. to try to persuade people to support a political party, politician, plan etc by going to see them and talking to them, especially when you want them to vote for you in an election
11. to have some no hope of winning a race or competition
12. a public argument or action for social or political change

13. things that candidates or political parties say and do in order to persuade people to vote for them in an election, often things that do not seem sincere or fair
14. someone whose job is to give information to the public in a way that gives the best possible advantage to a politician or organization; someone whose job is to make ideas, events, etc seem better than they really are, especially in politics
15. the political meetings, speeches, etc. that take place in the period before an election
16. to try to achieve political or social change by persuading other people or the government to do something

4. Match the words in List A with those in List B to form phrases.

List A

1. dirty tricks
2. spin
3. to deliver on
4. to canvass
5. to agitate
6. contested
7. to wage
8. the campaign
9. campaign
10. to join
11. to withdraw
12. to lag behind
13. to pull out
14. to be in
15. to be out
16. to commit
17. to renege
18. to meet
19. broken

List B

- a. pledge
- b. in a race
- c. a commitment
- d. of the running
- e. from a race
- f. the running
- g. oneself to sth
- h. of a race
- i. a promise
- j. on a pledge
- k. a race
- l. for a candidate
- m. campaign
- n. a campaign
- o. for social change
- p. fizzles out
- q. election
- r. for president
- s. doctor

5. Fill the gaps in the sentences with prepositions or adverbial particles if necessary.

1. Party supporters were called on to help canvass their candidate.
2. The senator was determined to put a positive spin the affair.

3. He said the government remained committed peace.
4. The government is delivering its 1994 election promises.
5. He is canvassing the Conservative candidate.
6. He is lagging in the race for the presidency.
7. He clearly committed his government continuing down the path of economic reform.
8. He unsuccessfully fought the next three elections.
9. We are asking people to pledge their support our campaign.
10. The issue of the monarchy is complicating politics the run-up to the elections.
11. The Labour Party mounted a smear campaign Livingstone before the election.
12. The governor has a strong commitment equal opportunities in the state.
13. The government reneged its promise to ensure full employment.
14. This report puts a different spin the issue.
15. The USA has pledged aid the country.
16. The senator is usually at his best the hustings.
17. Once we have committed this course of action there is no going back.
18. He agitated the Vietnam war.
19. The country will be forced to live the pledge of democracy.
20. Women crusaded equal pay and equal rights throughout the 1960s.
21. The Government will continue to honour its commitment pensioners.

6. *Choose the word or phrase (from the list) that best completes each of the sentences below. Change the grammatical form of the word or phrase if necessary.*

to crusade, hustings, to contest, to drop out, negative, campaign, spin, false, to canvass, contested, to carry on, electioneering, to join, run-up, to conduct, solemn, to enter, doctor, presidential, to commit, to fulfil, spin, to break, commitment, to honour, empty

1. Critics have dismissed his visit to a shelter for the homeless as an obvious piece of
2. The election was won despite the spin
3. The government must itself to improving health care.
4. In the to the November 1992 presidential elections, education was seen as a key issue.
5. We don't want any more promises from the government.
6. The prime minister an impressive campaign.

7. Washington was also eager to put its own on the news it was imparting.
8. He plans a seat on Cookstown district council in the May elections.
9. Eisenhower his election pledge to end the war in Korea.
10. He continued for free education for all.
11. He ran a campaign in an attempt to discredit the president.
12. He should apologize for the promises that he made in 1991.
13. I have to thank all my helpers who for me and helped me to win this election.
14. The opposition party won 392 of 485 seats.
15. He of the presidential race on Friday.
16. Small shopkeepers a long agitation against the big department stores.
17. Another candidate the race for the White House.
18. The army its promise to return the country to civilian rule.
19. The Government will continue its commitment to pensioners.
20. They made a to peace.

7. Translate these sentences. Give synonymous translations if possible.

1. Их общественное движение проводит кампанию против жестокости на телевидении.
2. Он борется за место в парламенте / в местном совете.
3. Всю последнюю неделю мы агитировали за кандидата от Республиканской партии.
4. Они проводят агитационную кампанию за гражданские права.
5. Современная предвыборная агитация представляет собой хорошо организованное дело.
6. Кандидат в президенты от Республиканской партии участвует в предвыборной агитации в преддверии выборов.
7. Демократы развернули активную избирательную кампанию.
8. Два новых кандидата включились в президентскую гонку.
9. Кандидат правоцентристской партии лидирует в президентской гонке.
10. Он прекратил борьбу за пост президента страны.
11. У него есть шансы на успех.
12. У него нет шансов на успех.
13. Национальные средства массовой информации представили другой взгляд на парламентские выборы в стране.
14. Журналисты представили политику, проводимую президентом, в выгодном для него свете.

15. Политтехнологи уверены, что они могут гарантировать нужный результат выборов.
16. Премьер-министр дал торжественное обещание урегулировать конфликт на юге страны.
17. Демократы обвинили своих оппонентов в организации грязной избирательной кампании.
18. Многие из его предвыборных обещаний не были выполнены.
19. Их партия интенсивно проводит свою избирательную кампанию.
20. Президент взял на себя обязательство искоренить коррупцию в стране.
21. Народ не желает слышать пустых обещаний правительства.
22. Президент выполнил все свои предвыборные обещания.
23. Правительство не выполнило обещание обеспечить полную занятость в стране.
24. Он подтвердил свое обязательство установить в стране многопартийную демократию.

IV. Sections: *Influencing voters, Polling*

1. Match the words and phrases in List A with those in List B. Learn these lexical units.

List A

1. to instil confidence
2. to brainwash sb
3. to sway public opinion
4. to exercise influence
5. wavering voter
6. to carry out an opinion poll
7. popularity rating
8. to shape beliefs
9. to swing the vote
10. to swing an election
11. to disabuse sb of illusions
12. to increase influence
13. to diminish influence
14. to curb influence
15. to gain influence
16. to fall under sb's influence
17. undue influence

List B

- a. укреплять влияние
- b. чрезмерное влияние
- c. нейтрализовать влияние
- d. иметь рейтинг
- e. получить влияние
- f. заниматься пропагандой
- g. идеологическая обработка
- h. ослаблять влияние
- i. лидировать в опросе общественного мнения
- j. специалист по опросу общественного мнения
- k. проводить опрос общественного мнения
- l. вселять уверенность
- m. формировать убеждения
- n. повлиять на общественное

18. to engage in propaganda	мнение
19. propaganda machine	о. колеблющийся избиратель
20. indoctrination	р. заказать опрос общественного мнения
21. the swing of the pendulum	мнения
22. to lead in an opinion poll	q. промывать мозги
23. to commission a poll	г. освобождать от иллюзий
24. exit poll	s. добиться успеха на выборах
25. pollster	t. рейтинг популярности
26. to enjoy a rating	и. изменение общественного мнения
	v. изменить политические предпочтения избирателей
	w. подпадать под чье-л. влияние
	x. опрос избирателей на выходе с избирательного участка
	у. пропагандистский аппарат
	z. оказывать влияние

2. *Give synonyms for the following words and phrases.*

(to influence sb) deeply, to seek (to influence sb), to instil (enthusiasm), to brainwash, to sway, to exercise (influence), to increase (influence), to curb (influence), to fall under (sb's influence), bad (influence), big (influence), to engage in (propaganda), to neutralize (propaganda), indoctrination, wavering voter, to poll, opinion poll, to carry out (a poll), (a poll) shows, popularity (rating), to enjoy (a rating), (a rating) rises, (a rating) falls

3. *Suggest words and expressions that correspond to the following definitions.*

1. to make someone realize that they were wrong to believe something
2. a person or organization that prepares opinion polls
3. information which is false or which emphasizes just one part of a situation, used by a government or political party in order to influence people's opinions and beliefs
4. someone who cannot make a decision about which political party to vote for at an election; someone who does not always vote for the same political party at elections
5. the tendency of ideas, beliefs, opinions etc to change regularly to the opposite
6. the activity of asking people, as they leave a polling station, how they have voted in an election in order to discover the likely result

7. to ask a large group of people the same questions in order to find out what most people think about something
8. to affect the way someone or something develops, behaves, thinks etc without directly forcing or ordering them
9. a measurement of how good, important, popular etc someone or something is
10. to force someone to accept a set of political or religious beliefs by repeating the same idea many times so that the person cannot think in an independent way
11. to put a feeling, idea or principle gradually into someone's mind, so that it has a strong influence on the way they think or behave; to strongly fix ideas, feelings or opinions in someone else's mind so that they influence their character or behaviour
12. the process of asking a large group of people the same questions in order to find out what most people think about something; a record of the result of this
13. a noticeable change in opinions, ideas or emotions
14. to influence something such as a belief, opinion, policy, someone's character etc and make it develop in a particular way
15. to influence someone so that they change their opinion

4. Match the words in List A with those in List B to form phrases.

List A

1. to inculcate
2. to sway
3. to conduct
4. to shape
5. to indoctrinate
6. to swing
7. to disabuse
8. to wield
9. to come
10. to spread
11. to subject
12. to show
13. the swing
14. undecided
15. approval
16. to enjoy

List B

- a. voter
- b. a rating
- c. propaganda
- d. rating
- e. a survey
- f. of the pendulum
- g. a swing towards the centre
- h. sb to brainwashing
- i. support away from sb
- j. sb with ideology
- k. influence
- l. ideas
- m. under sb's influence
- n. sb of illusions
- o. attitudes
- p. public opinion

5. *Fill the gaps in the sentences with prepositions or adverbial particles if necessary.*

1. By participating at an early stage, we hoped to have some influence the national agenda.
2. It is impossible for these moral values to be implanted people by force.
3. They stepped the propaganda campaign to end military government.
4. A swing the Conservatives in London reduced Labour's representation there from 26 to 24 seats.
5. Many parents were surprised by the survey teenage drug use.
6. It is too easy for any State or Church to indoctrinate young children the views that it considers correct.
7. The government is trying to brainwash them thinking that war is necessary.
8. Citizens were indoctrinated believing that their leader was the source of all wisdom and goodness.
9. Her speech failed to sway the voters supporting her plan.
10. This latest scandal could swing popular support them.
11. The government did nothing to disabuse the public this impression.
12. He denies exerting any political influence them.
13. They came the influence of a strange religious sect.
14. The military particular were subjected intense political indoctrination.
15. The swing the Tories suggests an unwillingness to see Kinnock as prime minister.
16. The pendulum has swung silly dreaming grinding pragmatism.
17. Researchers surveyed 10,000 customers the quality of companies that they used.
18. The committee carried out a survey parking problems in residential areas.
19. The Republicans are gaining ground the opinion polls.
20. MORI did a poll senior managers to get their views on taxation.
21. The president's popularity ratings are a record low.
22. His approval ratings may even go

6. Choose the word or phrase (from the list) that best completes each of the sentences below. Change the grammatical form of the word or phrase if necessary.

deeply, influence, to shape, to instil, to indoctrinate, to sway, survey, to swing, to wield, to neutralize, to disabuse, to come, undue, to influence, propaganda, to seek, swing, in favour, undecided, to poll, to indicate, to enjoy, approval, to sink, to gain, public opinion

1. They mounted a campaign against Western governments.
2. The political pendulum has swung of the liberals.
3. in the country was beginning to shift to the right.
4. There was a massive twenty per cent away from the Conservatives to the Liberal Democrats.
5. The President's rating rose to 78%.
6. Some parents were critical of attempts children in green ideology.
7. The government's popularity rating to an all-time low.
8. They were accused of interfering with voters and exerting influence.
9. At that time Clinton the highest public approval ratings of his presidency.
10. We'll be working hard over the next ten days to win over the voters.
11. Both societies are influenced by their history and by their perception of that history.
12. Public opinion began the other way.
13. Recent events have done much the influence of the right-wing.
14. A recent poll that most people opposed the changes.
15. More than 70 per cent of the voters who said that they approved of his record as president.
16. Research findings are often used Government policy.
17. They under the influence of a strange religious sect.
18. These arguments public opinion.
19. The president's wife enormous influence within the party.
20. They attempt fear into people and discourage freedom of thought.

7. Translate these sentences. Give synonymous translations if possible.

1. Средства массовой информации в значительной степени формируют общественное мнение.
2. Радио и телевидение внушают потенциальным избирателям опасные политические взгляды.

3. Такие телевизионные программы используются политиками для промывания мозгов неискушенным зрителям.
4. Представленные ими аргументы повлияли на общественное мнение.
5. Ежемесячно они проводят опрос общественного мнения по вопросам социально-экономической ситуации в стране.
6. У нашего кандидата высокий рейтинг популярности.
7. История любого общества оказывает заметное влияние на его современное государственное устройство.
8. Политики стремятся влиять на избирателей.
9. Общественное мнение может переходить из одной крайности в другую.
10. Последние события изменили симпатии избирателей в его пользу.
11. Правящая партия не смогла освободить население страны от опасных иллюзий.
12. Великобритания пытается укрепить свое влияние в этом регионе мира.
13. Правительство делает все возможное для нейтрализации влияния экстремистов.
14. Многие безработные подпали под влияние террористов.
15. Оппозиция активизировала пропагандистскую кампанию с целью смещения с должности президента.
16. Маятник общественного мнения качнулся в противоположную сторону.
17. Республиканская партия пытается привлечь на свою сторону колеблющихся избирателей.
18. Организация провела опрос общественного мнения о международной политике, проводимой правительством.
19. Опросы общественного мнения показывают, что количество сторонников президента неуклонно растет.
20. Рейтинг популярности премьер-министра находится на рекордно низком уровне.