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GLOSSARY

ICT

- **Back-up:** back-ups are copies of your original files. It is worth putting these onto a CD or floppy. Should anything happen to your computer, you won't lose your important files.
- **BMF:** a common graphics file used by Windows. BMF files tend to be larger than other graphics files.
- **Broadband:** a fast connection to the internet that allows for easier download and saving of large files.
- **Browser:** a program that allows you to access websites on the internet. The most common browser is Microsoft Internet Explorer.
- **CD-ROM:** the most common form of data storage. Information can be accessed from a CD-ROM but you cannot change or save information to it.
- **CDRW:** this is a CD that allows you to save files onto it again and again.
- **CPU:** also known as the processor, this is the brain of your computer.
- **Dial-up:** the original method of connecting to the internet. It is slower than a broadband connection.
- **Download:** transferring a file from the internet to the hard drive of your computer.
- **Drivers:** a piece of software that controls a device such as a printer or scanner.
- **Firewall:** a program that prevents viruses getting onto your computer when using the internet.
- **Flash:** software for creating and viewing animated and interactive sequences on the internet.
- **Hyperlink:** a link from one web page or document to another.
- **JPEG:** a graphics file that uses a palette of millions of colours. Commonly used for photographic images.
- **Network:** a series of connected computers that can share information.
- **Patch:** an update for a program that often fixes problems and adds new content.
- **PDF:** a format for viewing and sending documents using Adobe Acrobat.
- **Plug-in:** a piece of free software that allows you to view and interact with different parts of a web page.
- **TIF:** a graphics file that can store very high-quality images with millions of colours. Like BMF files, they take up a large amount of space.
- **URL:** the address of a website (eg www.scholastic.co.uk).
- **Upload:** transferring data from a computer to a network or the internet.
- **Zip:** the process of compacting data files to cut down the amount of storage space they need.



Political Behavior Typology of Students As First-Time Voters

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ABSTRACT

The study of political behavior is a fundamental issue for the analysis of democratic systems, since it derives the choice of government. This is why many researchers have paid a particular attention to the behavior of the first-time voters. During these years a number of studies have been undertaken to identify potential variables that influence the behavior of the electorate. The role of parents, friends, teachers, school programs, during adolescence and online social networks, are ordered as key factors from recent research. For transition democracy countries, like Albania is, case studies regarding voting behavior have been limited. Therefore, given the fact, a study to understand the influence of explanatory variables in political behavior of first Albanian voters— was conducted. The study involved about 280 questionnaires and the survey was realized in a period of 4 days. The survey was conducted in six universities in Tirana, such as: European University of Tirana, Epoka University, Beder University, Tirana University, Faculty of Social Sciences, University of Medicine in Tirana. The data obtained from the study, confirmed the thesis that the political orientation of the first voters in suburban areas, affects more family than friends, while in metropolitan influences more group and online social networks than family.

**Key words:** Political behavior, Parents, Peers, Socialization, Online social networks, Political parties.

INTRODUCTION

Electoral behavior mostly on features that affect the final decision of the voters, which is very important for any political parties competing in the election process— is widely discussed in political debates. This is why many researchers have paid particular attention to analyze the first voters behavior. Research conducted in this area have primarily focused on identifying possible variables that affect political behavior of youth. In this context, among the possible variables that were attributed a significant measure of influence are: the role of parents, peers, teachers and different school programs (Beck & Jennings, 1982; Martin 2012; Buckingham, D. (et.) 2007; Marsh, D., O'Toole, T. & Jones, S. 2007).

Not without reason, the most important role in the socialization process is attributed to the influence of family and specifically the influence of parents in shaping the political views among adolescents (Milburn and Conrad, 1998). Other researchers, like Jaime Settle or Robert Bond (2010) have extended this framework to include the effects of school facilities and civic education in school curricula, as well as experiences in adolescence as involvement in extracurricular activities and the use of online social networks. However, the role of the family

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Political marketing and the marketing concept

The marketing concept

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**Introduction**  
The application of marketing techniques by political parties in their electoral campaigns has been discussed by Butler and Galbraith (1969), Giddens (1987), Kester (1976), Kester and Koehn (1987), Meehan (1981), McGowan (1991), Newman (1977), Scharf and Smith (1977), Scharf (1981), Scharf and Smith (1981). Empirical research on political processes and electoral behaviour from a marketing perspective may offer new insights into the behaviour and performance of political parties. O'Shaughnessy (1990) proposes that research and debate should focus on the marketing orientation of political parties and not behavioural or attitudinal aspects. This research focuses on this issue by addressing the marketing orientation of a major political party in Australia. The issues examined are the empirical understanding of the marketing concept, attitudes towards it, and influence and applicability of it within the political organisation.

**The marketing concept and marketing research**  
The author articulates the marketing concept and theory propositions for the marketing concept and marketing research. However, empirical research is needed to determine the extent that the marketing concept has been adopted by political parties and whether they can be said to be marketing oriented. This is the essential test of the generic concept of marketing and marketing research. Significant research in the area of political marketing research is needed to support the propositions of marketing domain and application to empirical investigations which deal with the marketing concept and the application of marketing.

The marketing concept is argued to be a useful philosophy which can be applied to both profit and non-profit organisations (Borden and Davis, 1950; Kotler and Zaltman, 1971). One of the earliest expressions of the marketing concept as a general management philosophy was that of Drucker (1954) and also this line then has been many different arguments in favour of and criticisms against the marketing concept (Drucker, 1954; Heaton, 1986; Keith, 1981; Lewis, 1981; 1984; McKeown, 1992; Reardon, 1980). One of the marketing concept holds a position within marketing that sees it widely accepted as a foundation of the discipline (Kotler and Levy, 1969, and arguments

**PERSUASIVE POWER AS REFLECTED BY RHETORICAL STYLES IN POLITICAL SPEECHES: A COMPARATIVE STUDY OF BARACK OBAMA AND JOHN MCCAIN**

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**ABSTRACT**

This study investigated about persuasive power and rhetorical style in Barack Obama's and John McCain's speeches to answer two problems: how Barack Obama's and John McCain's political speeches conveyed persuasive power as reflected in their rhetorical styles and what the differences of Barack Obama's political speeches from John McCain's speeches are in terms of persuasive power of the message conveyed and the rhetorical style from eighteen speeches during Presidential Election campaign of United States in 2008. The researcher used rhetorical criticism as the technique in analyzing the data. The data of the present study were sentences which were considered to have persuasive power that were created by using rhetorical style. Having analyzed the data, the researcher revealed the following findings: (1) The researcher found that both Obama and John McCain used rhetorical style to convey the meaning in their speeches. Yet, they produced the rhetorical style differently in case of the time they brought into the speeches. Obama brought the future but McCain brought the past; (2) Obama had more persuasive power in his speech comparing with John McCain since he produced more frequent and more various rhetorical style.

**Keywords:** persuasive power, rhetorical style, rhetorical criticism, political speech

**ABSTRACT**

*Penelitian ini menginvestigasi tentang kekuatan persuasi dan gaya retorik yang terdapat dalam pidato Barack Obama dan John McCain untuk menjawab dua pertanyaan: bagaimana Barack Obama dan John McCain menyampaikan kekuatan persuasi yang terdapat dari gaya retorik yang dipaparkannya dalam pidato politiknya; dan apa perbedaan keduanya dalam membawakan kekuatan persuasi tersebut dalam pidato politiknya pada Pemilihan Presiden Amerika Serikat tahun 2008. Penelitian menggunakan kritik retorik sebagai teknik dalam pengumpulan data. Data penelitian ini adalah kalimat-kalimat yang memiliki kekuatan persuasif yang diambil dari gaya retorik. Setelah menganalisis data, peneliti menemukan*

Normally, the motion is accompanied by instructions concerning what the committee should change in the legislation or general instructions such as that the committee should hold further hearings. Non-partisan Not supporting or controlled by a group or a cause. Concurrent Resolutions A type of legislation designated by H Con Res or S Con Res that is often used to express the sense of both chambers, to set annual budget or to fix adjournment dates. Hopper Box on House Clerk's desk where members deposit bills and resolution to introduce them. A PAC must be registered with the Federal Election Commission (FEC), and may be formed by any group, including businesses, labor unions, and special interest groups. The undue use of exaggeration or display. Ratified Formal approval by voters or other persons. Issues Problems, ideas to be talked about, questions, decided upon and voted on. It only has the force of the chamber passing the resolution. Baiting Tormenting or teasing by saying annoying or cruel things. Election Day The day reserved for people to vote. This is called nomination. Rider An informal term for an amendment or provision that is not relevant to the legislation where it is attached. The House requires an amendment to meet a standard of relevance, being germane, unless a special rule has been passed. Cloture A motion generally used in the Senate to end a filibuster. Primary elections are also usually held on Tuesdays. Majority Whip Assists the leader, rounds up votes for the majority party, heads group of deputy whips. Federally, a President returns a vetoed bill to the Congress, generally with a message. Joint Resolutions A type of legislation designated by H J Res or S J Res that is treated the same as a bill unless it proposes an amendment to the Constitution. Incumbent A person now holding an office. Electoral College The voters, or electors, of each state that formally elect the United States President and Vice President. Co-Sponsor A member or members that add his or her name formally in support of another members bill. The Union Calendar A list of all bills that address money and may be considered by the House of Representatives. Each state has as many electoral college votes as it does U.S. Representatives and U.S. Senators in Congress. Nominee The person that a political party chooses to represent it in a general election. Appropriation An act of Congress that enables Federal agencies to spend money for specific purposes. In the House a member can become a co-sponsor of a bill at any point up to the time the last authorized committee considers it. Citizen A person who is a member of a country or state; citizens have certain duties and rights. Agreement to the motion is equivalent to defeating the question tabled. Simple Resolutions A type of legislation designated by H Res or S Res that is used primarily to express the sense of the chamber where it is introduced or passed. Substitute Amendment An amendment that would replace existing language of a bill or another amendment with its own. G.O.P. Letters that stand for Grand Old Party, the nickname of the Republican party. Minority Whip In the House, assists the minority leader; rounds up votes, heads large forum of deputy and assistant whips. Balanced Budget A balanced budget occurs when total revenues equal total outlays for a fiscal year. In the Senate a member can become a co-sponsor of a bill anytime before the vote takes place on the bill. A simple resolution is not signed by the President and cannot become Public Law. Rhetoric The ability to use language effectively. It allows bills and resolutions to be considered without adhering to all the formal rules of a House session, such as needing a quorum of 218. The question put to each house is: "Shall the bill pass, the objections of the President to the contrary notwithstanding?" Poll A place where votes are cast; also refers to a survey to assess public opinion or to forecast an election. A 3/5 majority of those present and voting is required to pass bills on the Corrections Calendar. Neither house is required to attempt to override a veto. Law An act of Congress that has been signed by the President or passed over his veto by Congress. In general elections, it is by tradition the first Tuesday after the first Monday in November. Often, private bills address immigration or naturalization issues. Hype Slang for political ads. Cities and counties are divided into precinct polling districts that have varying numbers of registered voters based on State law. All measures on the Union Calendar must be considered first by the Committee of the Whole. Absentee Voting A way people can vote when they can't get to their polling place. Precinct An administrative division of voters by neighborhood; smallest political unit in U.S. politics. Invoking cloture requires a vote by 3/5 of the full Senate. Discharge Petition A petition that if signed by a majority of the House, 218 members, requires a bill to come out of a committee and be moved to the floor of the House. Generally, bills are selected because they focus on changing laws, rules or regulations that are judged to be outdated or unnecessary. Public Of or having to do with the people as a whole. In this case, 2/3 majority of those present and voting in both the House and the Senate and 3/4 ratification of the states are required for the Constitutional amendment to be adopted. Bias A leaning in favor of or against something or someone; partiality or prejudice. Platform A public statement of the principles, objectives, and policy of a political party, a plan. In the House 218 members must be present for a quorum. Editorial Expressed opinions intended to persuade viewers and listeners by taking a side. Majority/Minority Leader Leads the majority party in Congress. Motion to Table A motion that is not debatable and that can be made by any Senator or Representative on any pending question. Suspension of the Rules A procedure in the House that limits debate on a bill to 40 minutes, bars amendments to the legislation and requires a 2/3 majority of those present and voting for the measure to be passed. Party A group of people who join together because they share many ideas about what the government should do. Each bill is assigned a bill number. Pollster A person or company that researches public opinion. Political Action Committee (PAC) An organization created to raise money in support or opposition of a particular candidate or candidates. Filibuster An informal term for extended debate or other procedures used to prevent a vote on a bill in the Senate. Understand political terms used by government officials, and political candidates. Quorum The number of Representatives or Senators that must be present before business can begin. There is a majority and minority leader for each house of Congress. Grassroots The involvement of common citizens. Constituent Having the right to vote or elect; any of the voters represented by a particular official. Germane Relevant to the bill or business either chamber is addressing. Committee of the Whole A committee including all members of the House. Federal Of or describing a union of states having a central government or pertaining to that government. Veto A power that allows the President, a governor or a mayor to refuse approval of a piece of legislation. Congress can accept the veto or attempt to override the veto by a 2/3 majority of those present and voting in both the House and the Senate. e.g. slick short TV commercials. Override a Veto If the President disapproves a bill and sends it back to Congress with his objections, Congress may try to override his veto and enact the bill into law. The override of a veto requires a recorded vote with a two-thirds majority in each chamber. Candidate A person who seeks, or who has been suggested for an office or award. Independent A candidate not belonging to one of the major political parties. Calendar Wednesday A procedure in the House of Representatives during which each standing committees may bring up for consideration any bill that has been reported on the floor on or before the previous day. Resolution A type of legislation (H Res or S Res) that is adopted only by the house that introduces it, and deals with issues concerning the operation of that house only. Gubernatorial Election The selection of a governor by a state's voters. If cloture is invoked further debate is limited to 30 hours, it is not a vote on the passage of the piece of legislation. The art of influencing others through the use of words. Congressional Districts (CD) The 435 areas in which the nation is divided for the purpose of electing members of the U.S. House of Representatives. Referendum The legal process of submitting to the voters for their approval or rejection of proposed state or rejection of proposed state of local laws or constitutional amendments. Concurrent resolutions are not signed by the President and therefore do not hold the weight of law. There is one in each house of Congress. Public Bill A bill that applies to the general public, if enacted into law. Mudslinging Negative, often personal, frequently inaccurate or exaggerated attacks of the opposition. Election The process whereby eligible persons vote to determine who will hold a political office. The Corrections Calendar A list of bills selected by the Speaker of the House in consultation with the Minority leader that will be considered in the House and debated for one hour. Franchise The constitutional right to vote. Campaign A series of planned actions for getting someone elected. Constituency All of the voters in a particular district. It is called on the first and third Tuesday of every month. Motion to Recommit A motion that requests a bill be sent back to committee for further consideration. Democracy Government by the people, through free and frequent elections. The Private Calendar A list of all the private bills that are to be considered by the House. Bills A legislative proposal that if passed by both the House and the Senate and approved by the President becomes law. Assistant Minority Leader Assists the minority leader in the Senate, rounds up votes. Private Bill A bill that is introduced on behalf of a specific individual and that if enacted into law only applies to the specific person or organization the bill concerns. Partisan A strong, often emotional supporter of a person or cause; can apply to a group as well as individuals. HR denotes bills that originate in the House and S denotes bills that originate in the Senate. Generally, bills contained in the Union Calendar can be categorized as appropriations bills or bills raising revenue. The procedure also limits debate for each subject matter to two hours. They vote on a special form and mail it in. Sponsor The original member who introduces a bill. In the Senate 51 members must be present however, Senate can conduct daily business without a quorum unless it is challenged by a point of order. Unbiased Without favor or blame, objective. Each district is to be as proportional in population size as practicable within a given state. The House Calendar A list of all the public bills that do not address money and may be considered by the House of Representatives. Debate Face-to-face discussion of candidates' views on issues. The two digits before the hyphen correspond to the Congress, and the one or more digits after the hyphen refer to the numerical sequence in which the bills were signed by the President during that Congress. Landslide An election in which one candidate defeats the other by a very large margin. Discharge Resolution In the Senate, a special motion that any Senator may introduce to relieve a committee of consideration of a bill before it.

The Simpsons is an American animated sitcom created by Matt Groening for the Fox Broadcasting Company. The series is a satirical depiction of American life, epitomized by the Simpson family, which consists of Homer, Marge, Bart, Lisa, and Maggie.The show is set in the fictional town of Springfield and parodies American culture and society, television, and the ... unequivocal definition: 1. total, or expressed in a clear and certain way; 2. total, or expressed in a clear and certain... Learn more This page transcribes Russian (written in Cyrillic script) using the IPA For a quick overview of Russian pronunciation, see Help:IPA/Russian. Many languages, including English, contain words (Russianisms) most likely borrowed from the Russian language.Not all of the words are truly fluent Russian or Slavic origin. Some of them co-exist in other Slavic languages and it is .... Home Updates to the OED New words list March 2022. New words list March 2022. New words: entirely new headword entries appearing in OED for the first time New sub-entries: compounds or phrases integrated in to the body of newly or recently updated entries New senses: new senses integrated in to the body of newly or recently updated entries Updates to unrevised entries: ...

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