

ANSWERS

- a. Tim Scott ● ● Democratic Party
 b. Joe Biden ● ● Republican Party
 c. Ted Cruz ● ● Independent
 d. Bernie Sanders ● ●

Read the headline. What do you think is the main topic of the article?

The article must be about politics as Joe Biden and a senator are mentioned and the word "political" is used, too. It also deals with personal details, for example the fact that Joe Biden likes ice-cream and that a senator has a new girlfriend.

Find the words in the text that match the definitions below.

- partisan = a fervent, sometimes militant, supporter or proponent of a party, cause, faction, person, or idea.
campaign = a series of operations undertaken to achieve something such as social or political change.
politician = one engaged in politics, especially an elected or appointed government official.
senator = a member of the house or chamber of a legislature called a senate.
party = a political group group considered as a formal whole, united under one specific political platform of issues and campaigning to take part in government.
elect = choose a candidate by popular vote.
president = the head of state of a republic.
candidate = a person who is running in an election.

A. Read the beginning of the article (from line 1 down to line 8). Pick out the names of politicians and find personal details about them.

Name	<u>Joe Biden</u>	<u>Tim Scott</u>	<u>Ted Cruz</u>
Function / occupation	<u>President</u>	<u>Senator + presidential candidate</u>	<u>Senator</u>
Personal details	<u>Loves ice cream</u>	<u>Has a new girlfriend</u>	<u>Shares football clips and selfies at sporting events</u>

B. What do you think is their goal?

They probably show personal things to be more popular. They share personal details so that people realise they have a normal life, too. The president shows his ice-cream so as to show he is a simple man.

C. Read the second half of the article (from line 9 to the end). Find information about the person who wrote the article.

Her name is Jennifer Wolak. She is a specialist in political science.

D. Focus on her research. Fill in the sentences with words from the text to explain what she did to answer the following question: "Why do politicians share so much from their personal lives on the campaign trail?"

She carried out a survey in 2020 just prior to the election. She shared personal details about Senator Cruz and Senator Sanders with 500 Americans but she did not share them with another group of 500 people. And then she asked them what they thought of the two politicians.

E. Find examples of personal details she shared.

Name	Ted Cruz	Bernie Sanders
Personal details	<u>He really likes canned soup</u>	<u>He is a fan of a band called ABBA</u>

F. Explain what her goal was.

She did her survey in order to find out if sharing personal details could really have an impact on voters and make them change their minds.

G. "Why do politicians share so much from their personal lives on the campaign trail?" (L.12) Pick out passages from the text that may provide an answer to this question and explain what that means using your own words.

- It boosts their popularity. "It reduces party polarization."
- People "gave warmer evaluations of the politicians" when they knew about these details.
- Politicians share personal details to be more popular.

H. Find passages that show whether or not the details Jennifer Wolak shared helped "reduce political polarization." Then use your own words to explain.

Name	Ted Cruz	Bernie Sanders
People's reaction	<u>boost his ratings among Democrats</u>	<u>improve his favorability ratings among Republicans</u>

Ted Cruz is a Republican and the fact he likes canned soup made him well-liked by Democrat voters. And the fact that Bernie Sanders loves ABBA made more Republican voters like him.

I. How can we explain this phenomenon? Use your own words and support your answer with passages from the text.

- Voters realize that politicians are not only politicians, but people like themselves. The fact they like simple things such as canned soup and ABBA makes them look more human. Therefore politicians share such details to be seen as people and to have a better image.
- "People see elected officials as people and not just politicians."
 - "People see them as humans."
 - "It dampens the negativity people feel towards them."