Debate: Glossary Page

The following terms, which are in bold in the column "How To Watch A Presidential Debate", are described in this handout for students.

Argument: a reason or set of reasons given with the aim of persuading others that an action or idea is right or wrong (Source: Oxford University Press)

Commission on Presidential Debates: a non-profit corporation whose debates are sponsored by foundations and corporations ([Source](#))

Cut-away/Reaction Shot: a television production technique in which the director cuts away from the primary camera's shot to show the audience a secondary camera shot, in this case, showing the other candidate

Fact-Checking: the practice of some organizations, journalists and broadcasters to conduct research and report on the veracity of statements made by candidates in ads, speeches and debates. (See www.factcheck.org, www.politifact.com, and Fact Checker at the Washington Post website)

Horse race: a term used by journalists covering elections, that employs the analogy of a horse race to talk about who's ahead, who's winning or losing, and handicapping the candidates based on polling data, personal characteristics, public perception instead of candidate policy, and almost exclusive reporting on candidate differences rather than similarities.

Oppositional Research: phrase that classifies and describes efforts of supporters or paid consultants of a political candidate to legally investigate the biographical, legal or

criminal, medical, educational, financial, public and private administrative and or voting records of the opposing candidate, as well as prior media coverage. ([Source](#))

Rhetoric: the art of using words well when speaking or writing (Source: YourDictionary)

Techniques of Persuasion: any number of propaganda methods used to persuade or convince an audience. Examples include, but are not limited to, glittering generalities, card stacking, transfer, repetition, name calling, emotional words, faulty cause and effect, and more. (List of propaganda techniques:

http://www.uvm.edu/~jleonard/AGRI183/propoaganda.html)