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The role of campaign contributions in the political process is very evident. The reason contributions exist is because of the fact that the election process is very expensive. No matter at what level the election is at, campaigning is expensive. Campaign contributions are the things that allow these campaigners to advertise and spread the word of their campaign. However as seen in the documentary "Big Sky, Big Money," campaign costs have been rising. Elections now a days are becoming more and more expensive increasing the need for campaign contributions. However there comes a point where contributions from individual cannot be enough. This is where Super PACs some in. Due to many rulings, Super PACs are basically allowed to spend unlimited amounts of money on the election process. While there are limitations like the expressed advocacy rules, these rules do not really do much to the election process. The super PAC’s are not limited to the $5000 threshold that individuals cannot breach, therefore making them more appealing to candidates. The largest problems arise when these PACs essentially turn the tables on elections such as the ones seen in the video. By sending out last minute fliers to the voters the super PAC’s prevented the incumbent candidate from winning. The limitations that are set on the campaign finances are set by the Supreme Court. As seen in the video, the citizens united vs. FEC case was the case that destroyed the limitations to campaign contributions for corporations. The court also set the idea of expressing advocacy. These magic words basically differentiate supporting a campaign versus expressing an idea. These decisions affect many of the politics that occur because if you don’t have money now a days, you don’t win elections. And since the PAC’s are the ones with unlimited contribution powers, politicians want the PAC’s on their sides. This gives the political action groups a lot of power to sway the thoughts of politicians. And with the idea of magic words, PACs can support the candidate while still expressing their thoughts on an idea. The election process in riddled with outside interest groups and lobbying; with the advent of these super PAC’s the true winner of elections is starting to become the one with the most money.