

Public Opinion

(Found in book Pg. 192 – 202)

Public opinion: attitudes held by a significant number of people on matters of government and politics. Describe the following in relation to public opinion.

- *Different Publics-
- *Public Affairs –
- *Public Opinions_ -

Describe the influences on Public Opinion:

1. Family -
2. Schools –
3. Mass Media –
4. Peer Groups –
5. Opinion Leaders –
6. Historic Events -



Describe the different ways Public opinion is measured:

1. Elections -
2. Interest Groups -
3. The Media -
4. Personal Contacts -

Public Opinion is best measured by public opinion polls – describe:

Straw Votes Scientific Polling

Describe the polling process:

1. Defining the Universe:
2. Constructing a Sample:
3. Preparing Valid Questions:
4. Interviewing:
5. Reporting:

Evaluate the polling process:

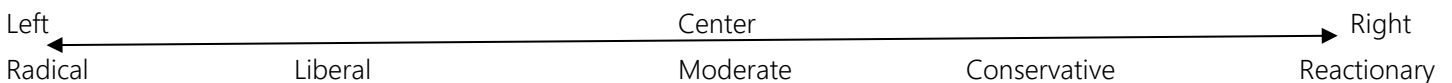
The Role of Mass Media

A medium is a means of communication, it transmits information. Four main types:

<p>Television</p> <p>Politics and television have gone hand in hand since the technology first appeared. Today television is the principle source of political information for a majority of Americans.</p>	<p>Newspapers</p> <p>The first newspapers carried mostly political news. Even with the total number of newspapers declining, they are still the second leading source of political information for most Americans.</p>
<p>Radio</p> <p>On average, Americans hear 20 hours of radio each week. Radio has been a source of news and entertainment since 1920.</p>	<p>Magazines</p> <p>Some 12,000 magazines are published in the United States today. Several magazines are devoted to American news and politics.</p>

Describe the politics of Media and its limits on influence:

The Political Spectrum: People who have similar opinions on political issues are generally grouped according to whether they are “left,” “right,” or “center” on the political spectrum: Describe each position. (Pg. 181 – 184)



Interest Groups

(Found in book Pg. 131 – 158)

Describe the differences in political parties and interest groups:

1. Nominations:
2. Primary Focus:
3. Scope of Interest:

Interest groups functions:

- Raise awareness of public affairs
-
-
-
-
- Sense of competition



What are some criticisms of interest groups?

Reasons for interest groups:

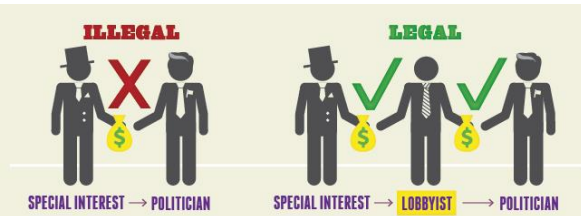
- Economic interests (business, labor, agriculture, etc.)
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-
-
-
- Some are run by religious organizations



What is a Public-Interest group?

How do interest groups influence public opinion?

- Supply information in support of the group's interests
-
-



Political Action Committees (PACs) raise and distribute money to candidates who will further their goals.

Describe Lobbying:

Techniques lobbyists use to influence:

- Send articles, reports, etc. to officeholders
-
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- Rate candidates and publicize the ratings
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