

A woman with blonde hair, wearing a dark blazer over a white top, is seated at a dark desk. She is smiling and has her hands clasped in front of her. On the desk in front of her is a white notepad. In the foreground, a professional video camera and a boom microphone are visible, slightly out of focus, indicating a news or interview environment. The background consists of a large window with a view of a bright, possibly outdoor scene.

Influencing Public Opinion

What is Public Opinion?

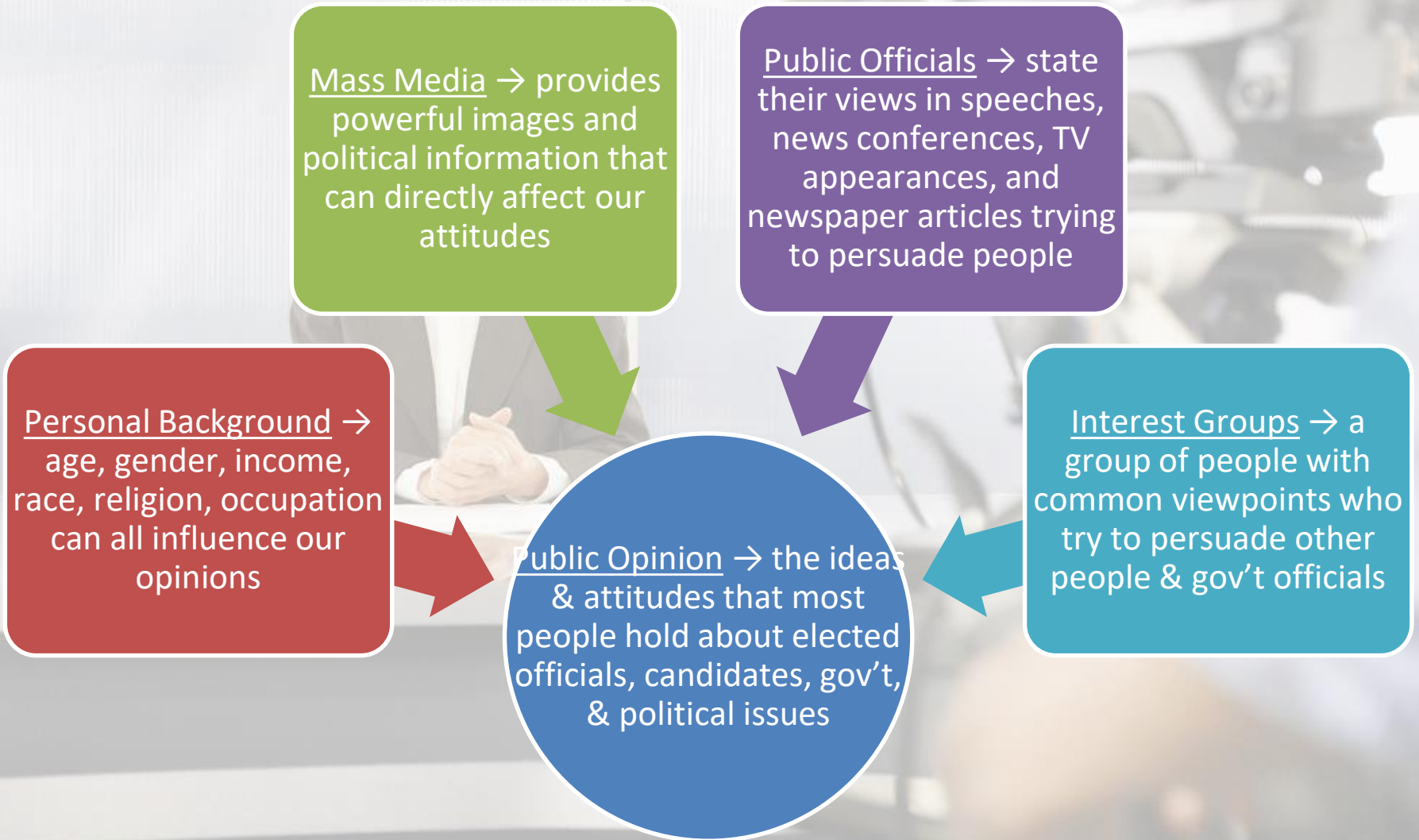
Mass Media → provides powerful images and political information that can directly affect our attitudes

Public Officials → state their views in speeches, news conferences, TV appearances, and newspaper articles trying to persuade people

Personal Background → age, gender, income, race, religion, occupation can all influence our opinions

Interest Groups → a group of people with common viewpoints who try to persuade other people & gov't officials

Public Opinion → the ideas & attitudes that most people hold about elected officials, candidates, gov't, & political issues



Measuring Public Opinion

- The most accurate way to measure public opinion is by conducting surveys called public opinion polls
- To make sure that polls are accurate the group of people questioned (sample) must be random

Mass Media

- Print media consists of magazines, newspapers, and books.
 - Electronic media includes radio, TV, and the internet.
- The most common form of media is RADIO – present in 99% of American homes!**
- ... people to access news whenever & wherever they are

Mass Media

- Protecting Media

- 1st Amendment → guarantees freedom of press (includes TV, radio, & Internet)
- Prior Restraint → the 1st Amendment also prevents the gov't from censoring media *before* it is published

- Limiting Media

- Libel → 1st Amendment does not allow media to publish false information that hurts someone's reputation
- Federal Communications Commission (FCC) → regulatory commission that **cannot** censor media but **can** penalize stations that violate its rules

Symbols



Bandwagon

4 out of 5 dentists recommend

not letting your cat do this

not letting your cat do this

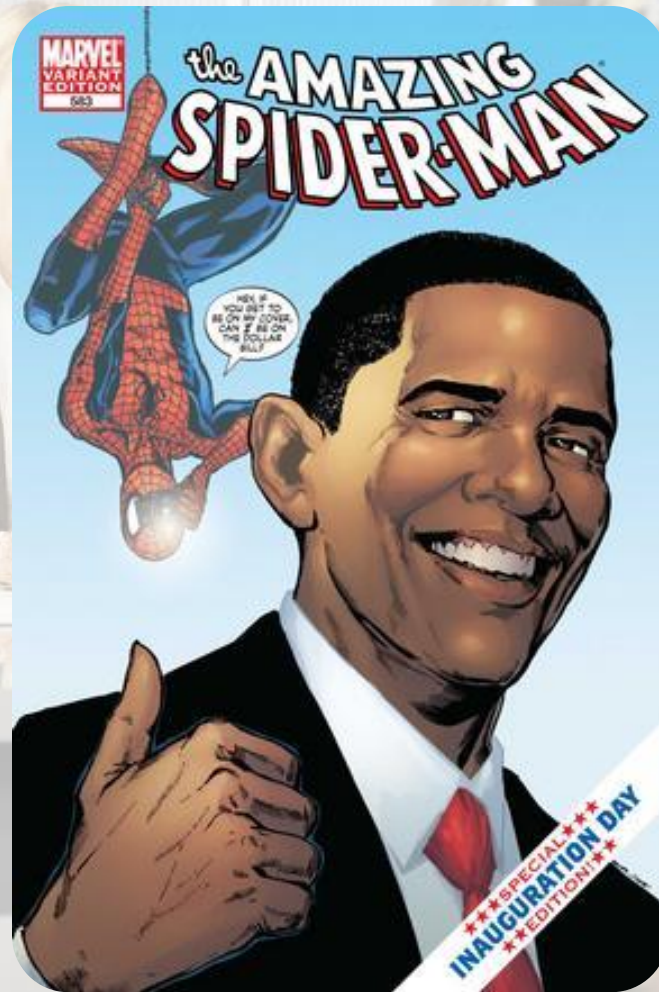


Glittering Generalities



PAID FOR BY JOHN MCCAIN 2008 APPROVED BY JOHN MCCAIN
PAID FOR BY JOHN MCCAIN 2008 APPROVED BY JOHN MCCAIN

Endorsement



Name-Calling



PAD FOR BY FRIENDS OF SHARRON ANGLE. APPROVED BY SHARRON ANGLE

Just Plain Folks



Alive with pleasure!
Newport

© Lorillard U.S.A., 1979

After all, if smoking isn't a pleasure, why bother?

Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health.

16 mg. "tar", 1.1 mg. nicotine av. per cigarette. FTC Report May 1978.

The advertisement features a green background. At the top, the slogan "Alive with pleasure!" is written in a white, italicized font, followed by the brand name "Newport" in a large, white, stylized font. Below this is a black and white photograph of a family of five—two adults and three children—gathered around a campfire. The family is dressed in winter clothing, and the scene is set outdoors at night. In the bottom right corner, there is a pack of Newport cigarettes, with one cigarette resting on top. The pack is white with blue and gold accents and the word "Newport" printed on it. At the bottom left, a white rectangular box contains a warning message. At the bottom right, small text provides tar and nicotine content information.

Card Stacking

A buying experience
that doesn't make you feel used.



SPECIALS

- ▶ INSPECTION
- ▶ MANUFACTURER'S WARRANTY
- ▶ ROADSIDE ASSISTANCE
- ▶ EXCHANGE POLICY
- ▶ STUDENT DISCOUNT

▶ INSPECTION

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Interest Groups

Economic Interest Groups → advocates on behalf of business and labor groups

Example: Chamber of Commerce; AFL-CIO

Public Interest Groups → work to benefit all (or most) of society

Example: Common Cause; League of Women Voters

Other Interest Groups → work to benefit a specific cause or group

Example: NAACP; NRA; AARP

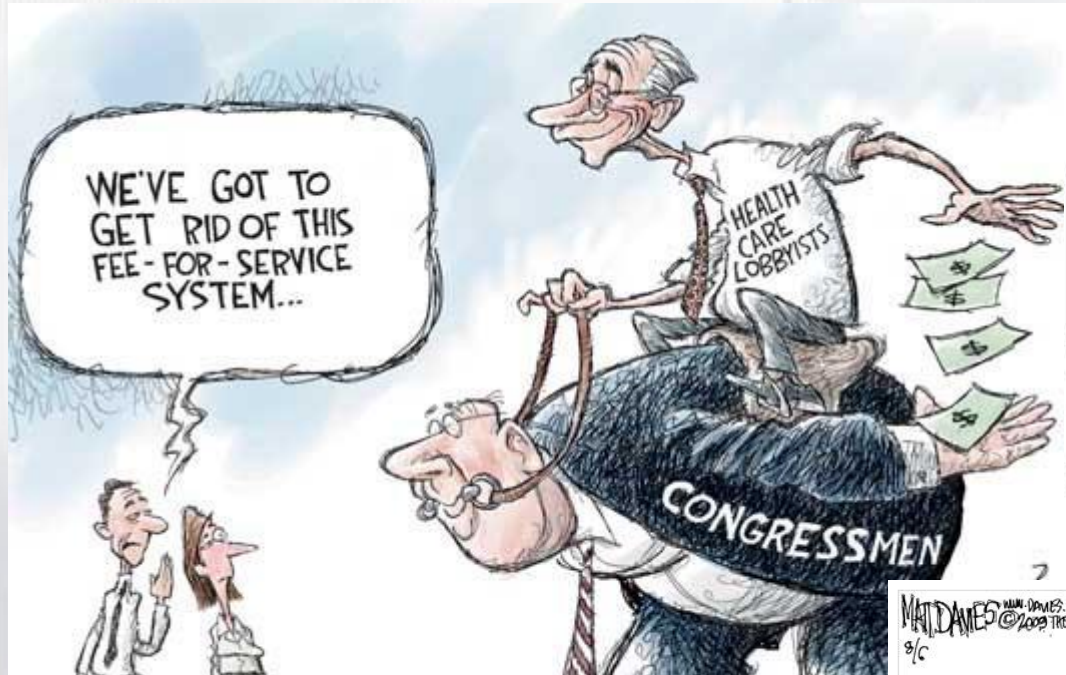
An interest group is a group of people with similar interests who try to influence government & public policy

Election Activities → interest groups often back specific candidates or donate money thru PACs

Going to Court → many groups bring their issues to courts through lawsuits (litigation)

Lobbying Lawmakers → groups hire lobbyists (professional representatives of the group) to try to influence members of Congress, the White House, or the courts

Criticisms of Lobbyists – Find the Theme!



"There's a lady here to see you, Senator — I think she's a lobbyist."

