

# Government ch. 8



public opinion the complex collection of opinions of different people; those attitudes held by a significant number of people on matters of government and politics

public a group of people who hold the same view on some particular issue

public affairs those events and issues that concern the people at large (politics, public issues, and public policies)

political socialization begins in early childhood and continues on throughout life, involves all the many experiences and relationships to lead us in the political world and act as we do

family What is the biggest influence on our public opinion, especially when we are younger?

the monopoly the family has on the child in early years What is largely the result of the family's influence?

it is the initial break from family views Why is school just as big of an influence as family?

mass media, peer groups, opinion leaders, & historical events What are other factors on public opinion besides family and school?

mass media means of communication that reach large, widely scattered audiences simultaneously

peer groups people with whom one regularly associates with including friends, classmates, coworkers, neighbors etc

opinion leader a person who, for any reason, has an unusually strong influence on the views of others (public); minority in population

46% What percentage of voters actually vote?

mandate refers to the instructions or commendations a constituency gives to its elected officials

people seldom vote for someone based on their stand on issues Why are elections rarely a good measure of public opinion?

interest groups private organizations whose members share certain views and objectives and work to shape the making and the content of public policy

interest groups What is the chief way public opinion is made known?

How strongly do these people hold their views?

How many people does an interest group represent? What do interest groups have trouble determining?

it only represents the opinion of the vocal minority Why is media an unreliable source for gauging public opinion?

to indicate the position of the public on certain issues What do public officials use personal contacts from many different forms for?

public opinion polls devices that attempt to collect info by asking people questions

straw votestype of unscientific public opinion poll that sought to read the public's mind simply by asking the same question to a large number of people

it assumed a large number of responses will provide a fairly accurate picture of the public's viewsWhy are straw polls unreliable?

Literary Digest (1936), only sent it to car and phone directories in the middle of the Great Depression when the majority were poorWhat was the most famous mishap in straw polling?

scientific pollingpolls that regularly report public attributes on matters of current issues; can be found in print, on TV, and internet

no; all media are privately owned and operated, not connected to government at allIs mass media propaganda?

CBS, ABC, NBCWhat are the 3 major television news companies?

98%What percentage of Americans have at least one television in their house?

40%What percentage of adult Americans read the newspaper?

New York Times, Washington Post, Wall Street JournalWhat are the 3 main newspapers circulating in our country?

Stephen HessWho named the "inner ring" of production agencies for newspapers and television that has the most influence in Washington D. C.?  
(named the 3 top newspapers and television broadcasters)

NPR (National Public Radio) What is the PBS of radio?

75% What percentage of Americans have access to a computer with internet?

public agenda societal problems that the nation's political leaders and the general public agree need governmental attention

sound bites snappy reports that can be aired in 30-45 seconds

party organization has become less important What is one way that TV has influenced politics?

helping to shape public agenda How does media influence politics?

newspaper What type of media is the most in depth coverage of national politics and public affairs?

most TV programs have little or no direct relation with public affairs

most people only pay attention to certain politics

few people follow politics very closely What are the 3 main limits on media?

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