

Chapter 8 Mass Media & Public Opinion

Section 1 Pages 208 - 213, Section 2 Pages 215 - 221, Section 3 Pages 223 - 230

Chapter 9 Interest Groups

Section 1 Pages 236 - 240, Section 2 Pages 242 - 247, Section 3 Pages 249 - 254

60 points

Name _____

Short Answer

46 - 47. What are the two (2) reasons why the family and school are important in shaping people's political views? (2 points) (Ch 8 Sect 1 Pages 210 - 211)

48 - 52. List the five (5) steps or parts of the polling process or what creates a good poll? (5 points) (Ch 8 Sect 2 Pages 218 - 220)

53. Why has radio survived despite television's enormous appeal? (1 point) (Ch 8 Sect 3 Page 226)

54 - 56. List the three (3) main areas in which political parties and interest groups differ. (3 points) (Ch 9 Sect 1 Page 237)

57. Which business group is the oldest organized interest group in U.S. history? (1 point) (Ch 9 Sect 2 Page 243)

58 - 60. List the three (3) types of propaganda. (3points) (Ch 9 Sect 3 Page 250)

CHAPTER

8

Section 1 Quiz

The Formation of Public Opinion**A. Key Terms and Concepts**

4 True

Read the statements below. If a statement is true, write T in the blank provided. If it is false, write F.

- _____ 1. Public opinion is most usefully thought of as the views of a mass mind.
- _____ 2. The views of different generations are formed in part by the different historical events that occurred during their lifetimes.
- _____ 3. An opinion that is not expressed cannot be considered part of public opinion.
- _____ 4. The relative weight of each of the factors that influences an individual's opinion on a public policy issue varies with the issue at hand.
- _____ 5. Each group with a distinct point of view on an issue of public policy can be considered a separate public with regard to that matter.

CHAPTER

8

Section 3 Quiz

The Mass Media**A. Key Terms and Concepts**

3 True

Read the statements below. If a statement is true, write T in the blank provided. If it is false, write F.

- _____ 6. Politicians and citizens each have a very different public agenda.
- _____ 7. Approximately 98 percent of American households own at least one television.
- _____ 8. Most of the information that Americans have about politics comes from the mass media.
- _____ 9. Television replaced newspapers as the principal source of news in the United States during the 1930s.
- _____ 10. In recent decades there has been a sharp decline in the number of daily newspapers published in the United States.

SECTION 2 QUIZ

Types of Interest Groups

3 False

A. KEY TERMS AND CONCEPTS

Read the statements below. If a statement is true, write T in the blank provided. If it is false, write F.

- _____ 11. Many people belong to interest groups that take conflicting stands on public issues.
- _____ 12. The power of labor unions has increased in recent decades.
- _____ 13. The Chamber of Commerce is an organization that speaks mostly for America's small-business owners.
- _____ 14. The National Grange is an organization that speaks for America's manual laborers.
- _____ 15. The ACLU and Common Cause could both be classified as public-interest groups.

Write the letter of the correct answer in the blank provided.

- Ch 8
sect 1
- ____ 16. Historic events in the 1960s and 1970s led to the widespread public opinion that
- it was a tranquil time period in American history.
 - the U.S. government was even more trustworthy than people once believed.
 - the U.S. government was not as trustworthy as people once believed.
 - none of the above.
- ____ 17. Which two groups have the strongest impact on political socialization in the United States?
- the mass media and the family
 - the schools and the family
 - income and the family
 - race and the schools
- ____ 18. Which of the following is an area in which citizens' attitudes are primarily shaped by their families?
- banking and monetary policy
 - property rights
 - welfare policy
 - the Selective Service
- ____ 19. An opinion leader is a person
- whose occupation centers on influencing public opinion.
 - who is well-informed on public policy issues.
 - whose views have more weight than the average person's.
 - who is the ears of Washington's political elite.
- ____ 20. Citizenship skills are taught mainly
- in the home.
 - in the schools.
 - by the mass media.
 - by political leaders.

Write the letter of the correct answer in the blank provided.

- Ch 8
sect 2
- ____ 21. The most accurate means of assessing public opinion is through
- straw votes.
 - scientific polling techniques.
 - personal contacts.
 - election results.
- ____ 22. Interest group pressure is one of the most important means by which
- public opinion is expressed.
 - public opinion is measured.
 - politicians make personal contacts with their constituents.
 - the mass media influences public opinion.
- ____ 23. Universe is a term used to refer to
- a politician's constituency.
 - the entire population.
 - the entire group whose opinions a poll seeks to measure.
 - the group that supports the activities of an interest group.
- ____ 24. Which of the following can most accurately be measured by a well-structured public opinion poll on the issue of prayer in the schools?
- how likely it is that the opinions sampled will change
 - what weight Americans give the school prayer issue in comparison with other important issues, such as abortion or defense policy
 - what percentage of the American people favor the current policy
 - how strongly those who favor school prayer feel about the current ban
- ____ 25. Which of the following is a constitutional measure deliberately erected as a means to block immediate legal changes based on public opinion?
- guarantees of civil rights and liberties
 - the doctrine of separation of powers
 - the doctrine of checks and balances
 - all of the above

Write the letter of the correct answer in the blank provided.

- Ch 8
sect 3
- ____ 26. Which of the following sequences lists the major mass media from most impact to least?
- television, radio, newspapers, magazines
 - television, radio, magazine, newspapers
 - radio, television, newspapers, magazines
 - television, newspapers, radio, magazines

- ____ 27. Which of the following carried mostly political news in its early days?
- television
 - radio
 - newspapers
 - magazines

- ____ 28. The impact of the mass media on the public agenda can best be described as its ability to tell people
- whom to vote for.
 - what issues to think about.
 - what opinions to have about those issues.
 - how to effect needed reforms.

- ____ 29. Television has had which of the following effects on political campaigns?
- It has made candidates less image-conscious.
 - It has made candidates less dependent on their parties.
 - It has encouraged a focus on substantive policy questions.
 - It has encouraged two-party competition.

- ____ 30. The influence of the mass media on American public opinion is limited by the fact that
- most Americans distrust the news media.
 - most Americans do not follow public affairs closely.
 - political leaders are able to manipulate the mass media to their own advantage.
 - most people read a wide variety of news publications.

Write the letter of the correct answer in the blank provided.

- ____ 31. Which of the following does NOT mean the same as the others?
- interest group
 - special-interest group
 - single-issue party
 - pressure group

- Ch 9
sect 1
- ____ 32. Unlike the major political parties, interest groups
- do not nominate candidates for office.
 - do not attempt to influence the policies of government.
 - try to influence public opinion.
 - are accountable to the public as a whole.

- ____ 33. Which statement reflects James Madison's view of interest groups?
- They would never be a threat because not many people would join them.
 - They should be banned because they were dangerous to liberty.
 - The major political parties would combat the power of interest groups.
 - Federalism and the separation of powers would prevent any one group from becoming too powerful.

- ____ 34. While public officials represent people on the basis of ____, interest groups represent people on the basis of their ____.
- geography, shared attitudes
 - economic interests, shared attitudes
 - shared attitudes, geography
 - moral values, economic interests

- ____ 35. Which of the following is NOT a criticism currently made of interest groups in the United States?
- Many rely on corrupt, high-pressure tactics to win their goals.
 - It is difficult to tell how many Americans support a particular group.
 - Some groups have disproportionate influence because they are well financed and well organized.
 - Some powerful groups do not really represent the interests or views of the people for whom they claim to speak.

Write the letter of the correct answer in the blank provided.

- _____ 36. Which of the following groups does NOT belong with the others?
- a. AFL-CIO
 - b. National Association of Manufacturers
 - c. United Mine Workers
 - d. United Transportation Union
- _____ 37. The majority of interest groups are founded on the basis of their members' shared
- a. profession.
 - b. economic interests.
 - c. moral or religious views.
 - d. commitment to a particular cause.
- _____ 38. A trade association is an interest group formed by people who
- a. are in the same business.
 - b. trade with the same foreign countries.
 - c. are members of the same skilled trade.
 - d. want to increase America's trade with the rest of the world.
- _____ 39. The Women's Christian Temperance Union, the Sierra Club, and the National Rifle Association are all groups that
- a. promote the interests of a certain segment of the population.
 - b. promote causes.
 - c. represent economic interests.
 - d. seek to promote the public interest.
- _____ 40. That America has a pluralistic system is illustrated by the fact that
- a. many interest groups work for policies that will benefit the public as a whole.
 - b. each of the learned professions has its own interest group.
 - c. although farmers make up only two percent of the population, they have powerful interest groups.
 - d. the thousands of competing interest groups in this country have conflicting aims.

Write the letter of the correct answer in the blank provided.

- _____ 41. The single most significant long-term force in American politics is
- a. the business community.
 - b. the two major political parties.
 - c. the mass media.
 - d. public opinion.
- _____ 42. The statement that, "as a technique, propaganda is amoral" means that it is
- a. a form of deception.
 - b. neither good nor bad.
 - c. a force for good in politics.
 - d. both good and bad.
- _____ 43. Which of the following statements best reflects the way that American interest groups approach political parties?
- a. Most try to win the support of both major parties.
 - b. Most end up forming their own minor parties.
 - c. Most ally themselves closely with one party.
 - d. Most try to "go over the heads" of the parties, appealing directly to the people.
- _____ 44. Most lobbyists do all of the following EXCEPT
- a. advise legislators on the content and wording of laws.
 - b. try to influence how the courts interpret laws after they are passed.
 - c. urge strict or lax enforcement of laws that bear on their interest group.
 - d. influence legislation by giving misleading testimony at legislative hearings.
- _____ 45. Congress tried to curb the excesses of unscrupulous lobbyists by
- a. requiring lobbyists to testify under oath.
 - b. limiting lobbyists' hours of access to Capitol Hill.
 - c. limiting the number of lobbyists any interest group could send to Washington.
 - d. requiring all lobbyists to register with the clerk of the House and the secretary of the Senate.

Ch 9

Set 2

Ch 9

Set 3