Name _____ Class _____ Date _____

CHAPTER 8

CHAPTER OUTLINE

Mass Media and Public Opinion 2

Directions: Fill in the outline below. Filling in the blanks will help you as you read and study Chapter 8.

I. Section 1: The Formation of Public Opinion

A. What is Public Opinion?

Public opinion is difficult to _____. It refers to the attitudes shared by a large number of people on matters of _____ and _____.

B. The Influence of Family and Education

1. Family and education have the _____ influence on a person's political opinions.
2. Schools play an important role in political development since they teach American _____.

C. Other Influences

1. Important factors that may influence public opinion are _____ , _____, _____, and place of residence.
2. The _____ _____, such as television and the Internet, communicate information to large groups of people.
3. A person's _____ _____ can influence one's attitudes. It usually includes friends, neighbors, and coworkers.
4. _____ leaders have a strong influence on others.
5. _____ events can change people's attitudes toward government.

II. Section 2: Measuring Public Opinion

A. Ways of Measuring Public Opinion

1. Ways of measuring public opinion include _____ _____, editorial comments, Internet _____, and paid advertising.

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CHAPTER OUTLINE (continued)

Mass Media and Public Opinion 2

2. _____ results also show what the public is thinking.
3. _____ groups let their views be known through lobbyists, letters, and other ways.
4. The _____ is a measure of public opinion, but it also shapes public opinion.

B. Public Opinion Polls

1. _____ polls ask a question of a large group of people. This type of polling is not reliable.
2. _____ polls are often used to question consumers and to measure political opinions. They are quite sophisticated.

C. The Polling Process

1. Taking a scientific poll begins by defining the _____, or entire group, that the poll wants to measure.
2. A _____ is taken which represents the larger group.

D. Evaluating Polls

1. Scientific polls can be said to be _____ but not _____.
2. Some problems with polls concern the _____, _____, and _____ of the opinions they report.

E. Limits on the Impact of Public Opinion

The power of public opinion is limited, partly because the government protects _____ interests and allows them to be heard.

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CHAPTER OUTLINE (continued)

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III. Section 3: The Mass Media

A. Role of the Mass Media

1. The mass media are means of _____ that can reach many people.
2. The five mass media areas important to politics are _____, the _____, radio, _____, and magazines.
3. The _____ is fast becoming the leading source for news information, but still has not outpaced television.

B. How the Media Influence Politics

1. The media shape the _____ _____ and _____ politics.
2. Candidates use the media to reach voters. Newscasts of candidates often feature short, focused segments called _____ _____.

C. The Limits of Media Influence

1. Only about 15 percent of people who vote are _____ _____.
2. Media content often deals more with _____ than with politics.

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