

Chapter 8: Mass Media & the Public Opinion

Name: _____

Section 1: The Formation of Public Opinion

-Many different "publics"

-Public affairs

-Define

-Discuss

-Public opinion

-Define

-Discuss

Political Socialization

-Define

-2 major sources of political socialization

-Family

-School

-Other sources of political socialization

-Mass Media

-define

-discuss

-Peer Groups

-define

-discuss

-Opinion Leaders

-define

-discuss

-Historic Events

-define

-discuss

Section 2: Measuring Public Opinion:

Ways to measure public opinion

-Elections

- Interest Groups

- Media

- Personal contacts

Polls are the best way to measure public opinion

- Define public opinion poll

- Straw Vote

 - define

 - discuss

- Scientific Polls

 - define

 - discuss

Constructing a Scientific Poll

- sample

- random sample

- quota sample

Section 3: The Mass Media

Roll of mass media

- define medium

- television

- newspapers

- radio

- magazines

Shaping the public agenda

- Does the mass media tell us what to think?

- Electoral politics

Limits on Media Influence