



Shaping Public Opinion

Chapter 11 Section 1.1 Pages
279-282



What is Public Opinion?

- Public opinion- the total of the opinions held concerning a particular issue
- The term “public opinion” really refers to many opinions

What Shapes Opinions?

- Opinions are shaped by influences from many sources
 - Family
 - Friends
 - Teachers
 - Clubs
 - Information

Mass Media

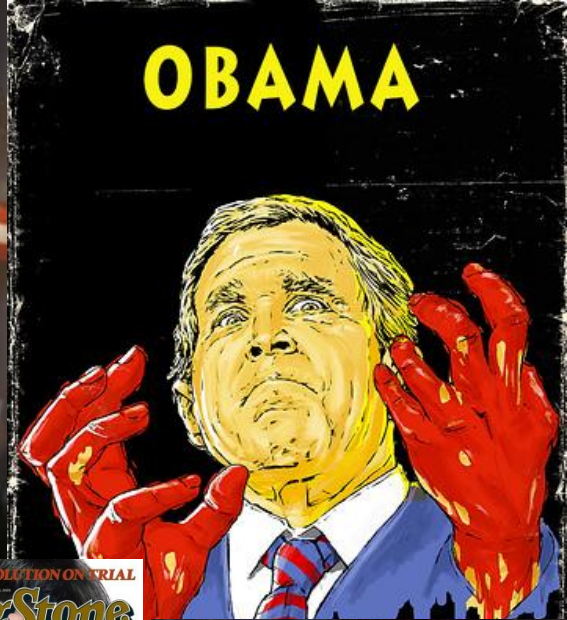
- Much of the information we need to make wise decisions about public issues comes from mass media
- **Mass media** is made up of various forms of communication that transmit information to large numbers of people

Inaccurate Information

- Often times news programs, newspapers, radio shows, internet sites etc... become one-sided when they allow the information they present to be swayed by their opinion
- Effective citizenship requires us to think critically about what we see, hear, and read

Propaganda and Public Opinion

- Many ideas in the mass media are directed at us for a purpose; to get us to think or act a certain way, buy or believe something.
- **Propaganda-** ideas that are spread to influence people

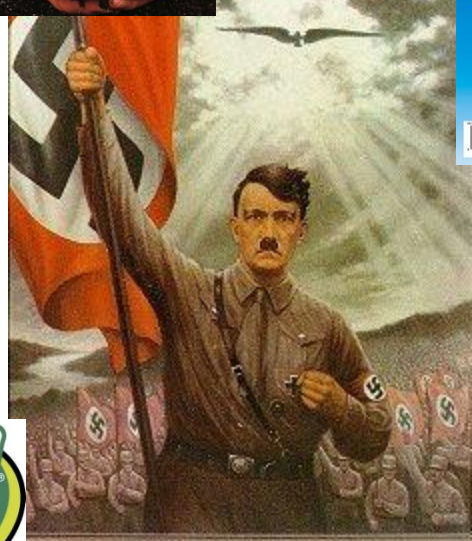
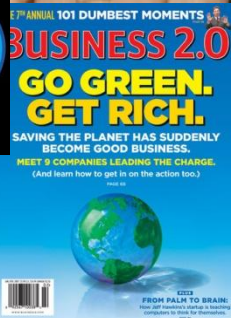


WANTED!



FOR MURDER

Her careless talk costs lives



Es lebe Deutschland!



Ron Paul 2008

HOPE FOR AMERICA



Concealed Propaganda

- When it is presented as being factual and its sources are kept secret
- Used to fool people without letting them know its purpose is to influence their views

Revealed Propaganda

- Makes readers or listeners aware that someone is trying to influence them
- Almost all advertisements in America are revealed propaganda

Links

- [Republican Tee Shirts](#)
- [Clinton Phone Video](#)
- [Inconvenient Truth](#)
- [Democrat Tee Shirts](#)
- [Nike](#)
- [Twix](#)
- [Pepsi](#)

Interest Groups

Chapter 11 section 2 pages 287-290

Interest group

- Organizations of people with a common interest
- They try to influence government policy
- They are also known as pressure groups and lobby's
- People who work for these groups are called lobbyists

Types of interest groups

- Business associations
- Labor unions
- Farm organizations
- Veteran organizations
- Teachers associations
- Consumer groups

Orientation

- **Issue-oriented-** they focus on a specific issue or cause
 - NAACP
 - NOW
- **Public interest groups-** seek to promote the interest of the general public
 - Green Peace

Influencing the Government

- Interest groups encourage their members to write to the president or their senators about specific bills
- Hire lobbyists to speak for them

Minimum Wage

- Minimum wage law makes it illegal to pay someone less than a set amount per/hour for work

Promotions

- Argue in support of bills they favor
- Argue against ones they do not agree with
- Ask members of congress to sponsor bills
- Supply information
 - Supplying information is one of the most important responsibilities of the lobbyists

Public Opinion

- Besides influencing the government, interest groups also try to influence public opinion
- Place advertisements in mass media
- Interest groups can use any means that are legal to attempt to influence people

Opposition

- Some people are critical of these groups because of the influence they have in government
- Yet, everyone has a say in government and has the opportunity to try to change the way people think and feel about things, interest groups are evidence of that.