

## Chapter 8

# Mass Media and Public Opinion

### 8. 1 The Formation of Public Opinion

According to your textbook, what is **public opinion**?

What are **public affairs**?

**Take notes on the various influences on political opinion:**

The Family

The Schools

Mass Media

Peer Groups

Opinion Leaders

Historic Events

**Fill in the political spectrum below from page 209.**

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Radical

Liberal

Moderate

Conservative

Reactionary

## **8.2 Measuring Public Opinion**

What are the different ways that public opinion measured?

What is a **mandate**?

What are **interest groups**?

Why are **straw votes** highly unreliable?

When did **scientific polling** begin?

What is a **random sample**?

Why are **valid questions** important to polling?

## **8.3 The Mass Media**

What are four crucial types of mass media?

What role does media play in the **public agenda**?

What is a **sound bite**?

What are some of the **limits on media influence** discussed in this chapter?

What do you think? Is Internet or Television a more powerful media for your generation? Explain.

