

Public Opinion and Participation / Mass Media and the Political Agenda (Ch 6 & 7) –

ESSAY QUESTIONS

1. Explain how citizens often choose to participate in the political process other than voting.
2. Why are individuals willing to act contrary to their own self interest?
3. Explain how the media determine what is news, and how it is presented to the public.
4. Explain the First Amendment Freedom of the press and how the government protects and obstructs this liberty.

KEY TERMS

Identify and Describe:

public opinion

demography

census

melting pot

minority majority

political culture

reapportionment

political socialization

sample

random sampling

sampling error

random-digit dialing

exit poll

political ideology

liberalism

conservatism

gender gap

political participation

protest

civil disobedience

High-tech politics

Mass media

Media event

Press conferences

Investigative journalism

Print media

Broadcast media

Chains

Narrowcasting

Beats

Trail balloons

Sound bites

Talking heads

Policy agenda

Policy entrepreneurs