**Public Opinion and Influencing Government**

What is public opinion?

How does each of the following help shape public opinion?

Personal background

Mass Media

Public Officials

Interest groups

Components of Public Opinion

Direction

Intensity

Stability

How is public opinion measured?

How can the process be manipulated?

What does the mass media link?

What typically drives their decisions?

How does the media affect each of the following in relation to the government:

Setting the public agenda

Promotion of candidates

Why do elected officials need the media?

What is a trial balloon?

How does the media function in a watchdog role?

What creates the tension between the media and national security?

How does the government protect the media?

What is prior restraint?

How is the press limited?

What is an interest group?

What is the goal of economic interest groups?

What are public interest groups?

What are other types of interest groups?

What was the goal of the Federal Election Campaign Act of 1971?

What did it limit?

What federal group oversees elections?

What was the result of the Buckley v. Valeo (1976) case?

Where does most of the money for political campaigns come from?

What are PACs?

What is soft money?

Why do candidates need soft money?

What is the primary goal of interest groups?

What are the three ways that interest groups try to influence public policy?

What is a lobbyist?

Why are lobbyists effective?

How do interest groups attempt to get the public to agree with their positions?

What are the seven types of propaganda?