

LEARNING OBJECTIVES: UNIT II

After reading Chapters 6,7,8,9, and 10 in your text and attending the lectures you should be able to:

Chapter 6: Public Opinion and Political Socialization

Define **public opinion** and identify the major factors that influence the formation of public opinion.

Distinguish between **pluralist democracy**, **elitist opinion**, and **majority opinion**.

Describe **public opinion polling** as a means of measuring public opinion.

Define **sample**.

Define **sampling error**.

Describe what is meant by **population** with regard to estimates of public opinion.

Define and distinguish between **probability sample** and **non-probability sample**.

Define **political socialization** and identify the **agents** of political socialization and their impact.

Define **primacy tendency**.

Define **structuring tendency**.

Define **age-cohort tendency**.

Describe the different frames of reference that guide political thinking: **cultural thinking**, **ideological thinking**, **group thinking**, and **partisan thinking**.

Define **ideology**.

Define **liberal**, **conservative**, **populist**, and **libertarian** and be able to distinguish the characteristics of each of these.

Describe how **group thinking** affects how Americans view political events.

Define **gender gap**.

Describe how **partisan thinking** affects perceptions of public opinion, and define **party identification**.

Describe the influence of **independents** on the issues of partisan identification.

Describe the influence of public opinion on American policymakers.

Chapter 10: The News Media and the Role of Information in a Democratic Society

Define **power**, in the context of how your instructor has defined it with relation to information.

Define **news**.

Define **press/news media**.

Discuss the stages in the development of the American news media over time, and the major innovations and the technological changes which helped these developments.

Define **partisan press**.

Define **yellow journalism**.

Describe the differences between **objective journalism**, **interpretive style of reporting**, and **descriptive reporting**.

Describe how the government is involved in the **regulation** of the media.

Discuss the factors that encourage uniformity of news coverage by the American media.

Define and describe the four roles of the media: **signaler**, **common-carrier**, **watchdog**, **public representative**.

Define **agenda setting**.

Define **spin**.

Describe how the **ownership** of the news media by business concerns “colors” how the media presents events.

Discuss the importance of the **Internet** as an emerging source of information.

Chapter 7: Voting and Participation

Define **political participation**.

Define **suffrage** and discuss the history of suffrage in the United States.

Describe the **Fourteenth Amendment** (1868) to the United States Constitution and what its effect was.

Describe the **Fifteenth Amendment** (1870) to the United States Constitution and what its effect was.

Describe the **Nineteenth Amendment** (1920) to the United States Constitution and what its effect was.

Describe the **Voting Rights Act of 1965** and what its effect was.

Describe the **Twenty Fourth Amendment** (1964) to the United States Constitution and what its effect was.

Describe the **Twenty Sixth Amendment** (1971) to the United States Constitution and what its effect was.

Describe the variety of “gimmicks” (**poll taxes, white-only primaries, and literacy tests**) used to keep African-Americans (and other citizens) from exercising their right to vote.

Define **registration** and discuss registration requirements in the United States.

Describe **absentee voting**.

Define “**motor voter**” laws.

Define **voter turnout** and identify the factors that relate to low voter turnout in U.S. elections.

Describe **civic duty**.

Describe what is meant by **voter apathy**.

Define **disenfranchised voters**.

Define **alienation**.

Distinguish how the U.S. compares with other nations in voter turnout.

Distinguish between **prospective** and **retrospective voting**.

Identify **conventional ways** of engaging in political activity other than voting.

Define **virtual participation**.

Identify what **unconventional political participation is** and how it has impacted public policy.

Define **social (political) movements**.

Identify what factors account for differences in voter turnout among groups in American elections.

Chapter 8: Political Parties, Candidates, and Campaigns

Define **political party**.

Distinguish between **party-centered politics** and **candidate-centered politics**.

Define **party competition**.

Trace the evolution of the American two-party system.

Define **grassroots party**.

Describe the four basic elements of **party realignments**.

Define **dealignment** and describe the evidence that suggests the U.S. electoral system is in the process of **dealignment** rather than realignment.

Describe the difference between **split-ticket voting** and **straight-ticket voting**.

Describe the difference between a **two-party system** and a **multiparty system**.

Describe how the **single-member district** system in the U.S. has the effect of discouraging minor parties through **plurality elections**.

Define **proportional representation**.

Define **party coalitions**.

Identify the different types of **minor parties** and describe their roles in American politics.

Describe the evolution of the **party organization**.

Define **nomination**.

Describe the process of the **primary elections** and explain their role in American politics.

Describe the difference between **open primaries** and **closed primaries**.

Describe how **primary elections (direct primaries)** changed how parties nominated candidates.

Describe **general election**.

Distinguish between **hard money** and **soft money**.

Describe the elements of the **candidate-centered campaign**.

Define “**hired guns**”.

Describe the process of **packaging** a candidate.

Define **air wars**.

Chapter 9: Interest Groups

Describe **interest group** and describe the different types of groups and what they do.

Define **single-issue politics**.

Identify the different types of interest groups and their constituencies.

Distinguish between **economic** and **non-economic (citizens) groups**.

Define **private (individual) goods**.

Define **material incentive**.

Define **purposive incentives**.

Define **collective (public) goods**.

Define and describe the differences between **inside lobbying** and **outside lobbying**.

Describe the difference between **iron triangles** and **issue networks**.

Define **grass-roots lobbying**.

Identify what functions **political action committees (PACs)** fulfill in the political process.

Distinguish between **pluralism** and **interest group liberalism**.

Describe the **Madisonian dilemma**.