Chapter 9 Classwork

**Section 2**

1. List the six forces that shape political socialization, 1 is most influential, 6 is least influential.

1.

2.

3.

4.

5.

6.

2. For your top two, briefly explain why they have influenced your political socialization.

1.

2.

In groups:

3. Create a diagram or illustration to represent each of the three ways public opinion is shaped.

**Section 3**

1. Explain the difference between straw polls and the scientific sampling process.
2. Create a flow chart to show the steps of the polling process.
3. Create a symbol to represent each of these types of polls

|  |  |  |
| --- | --- | --- |
| 1. Benchmark polls 2. Tracking polls 3. Exit polls 4. Push polls | Symbol | Should this type be used in political campaigns? |

|  |  |
| --- | --- |
| 1.  2.  3. | 1.  2.  3.  4.  5. |

**Section 4**

Traditional Media “New” Media

What are the pros and cons of the “new” media?

1. What is the role of a free press in a democracy?
2. Describe two ways in which public officials can attract and shape media coverage?
3. Are the media biased? Explain your answer.

**Section 5**

1. How important do you think a candidate’s media image is during a political campaign? Use three of these words in your answer

* Media consultant
* Issue ad
* Image ad
* Photo op
* Soap opera story
* Mudslinging

1. Identify and describe the 7 persuasive ad techniques

a.

b.

c.

d.

e.

f.