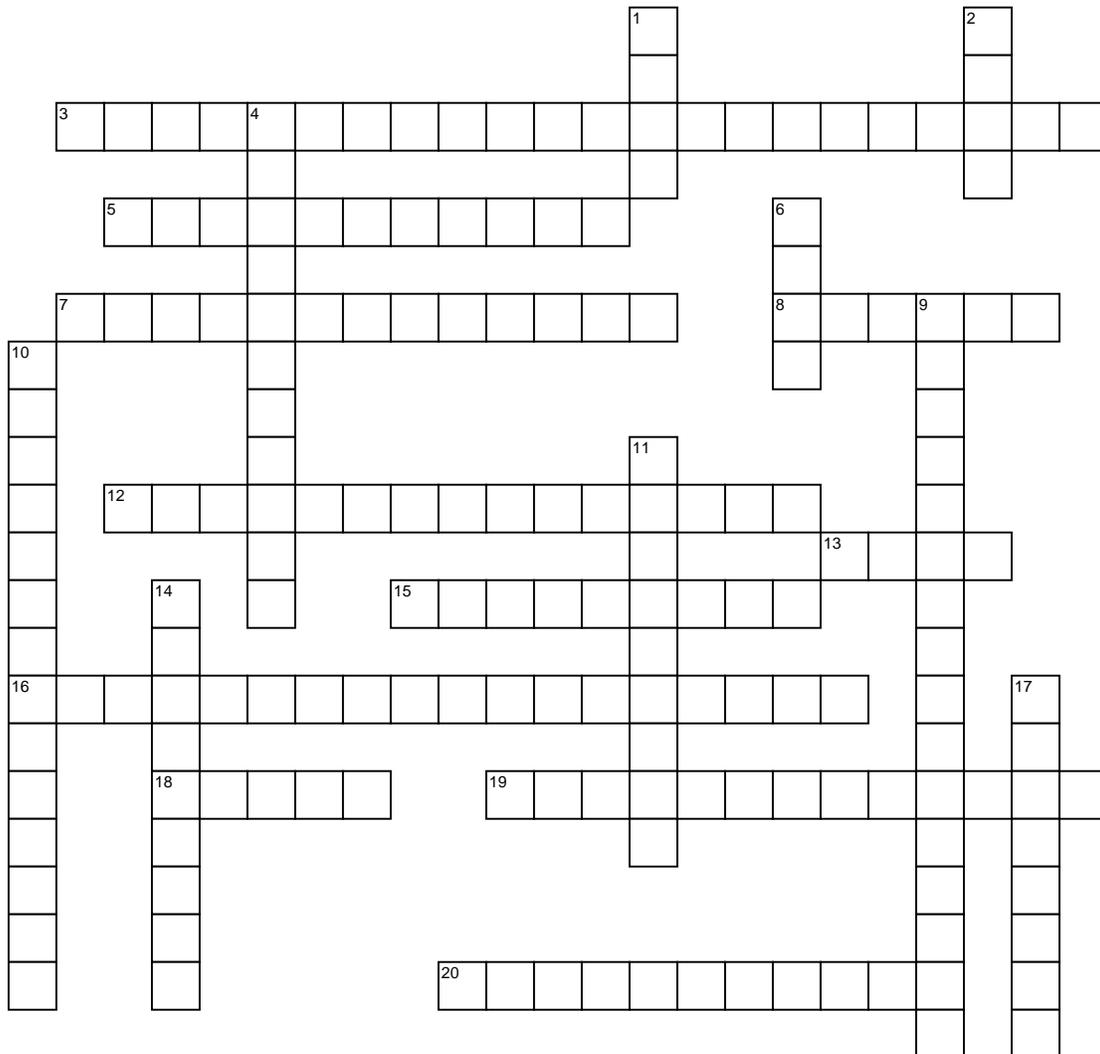


# Chapter 9: Public Opinion and the Media



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## ACROSS

- 3** process in which people form their political attitudes and values. The first and most important agent is family
- 5** negative campaigning
- 7** is this is small, the results are close to the opinions of the population
- 8** these events attract press coverage
- 12** this person advises candidates on how to present a positive image to voters
- 13** public officials do this with information to expose wrongdoing, get support for a proposal or spin the way an event is covered
- 15** this technique takes advantage of people's desire to conform
- 16** when a small group of people is selected who are representative of the whole population
- 18** businesses, new organizations and public officials use these
- 19** this is the sum of many views
- 20** media consultants use these to test the appeal of campaign messages

## DOWN

- 1** this type of poll is used on election day to predict a winner before the polls close, and can determine the voting patterns of men and women
- 2** when politicians try to convince reporters and the public that their version of events is correct
- 4** this persuasive technique is used when famous people endorse a candidate`
- 6** this type of poll is considered unethical
- 9** when reporters catch a candidate doing something that embarasses them
- 10** Print media, electronic media and this are how Americans get their news
- 11** this type of poll is a sampling of a small number of people
- 14** our founding fathers said this was important to guard against government corruption
- 17** President Bush's announcement of the war in Iraq ending is an example of this

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Solution:

