

Interest Groups and the Media

1. Individuals can influence government through civic action:
 - a. Run for office
 - b. Petition government
 - c. Speak at meetings
 - d. Be of “good character”
 - e. Send letters
 - f. Contribute to campaign
2. Interest Groups
 - a. Organize to promote common interests with legislators and public opinion
 - b. Different types: economic, unions, environmental protection, helping specific people, public interests
 - c. Activities: watchdogs, lobbying, litigation, publishing
 - d. Impact: Lobbyists bring expertise on interest and influence legislation
3. The Media
 - a. Newspapers, magazines, radio, internet, TV
 - b. People get their knowledge of public affairs from media
 - c. “Watchdog” function: expose corruption/ wrongdoing/ error
4. Analyzing Political Communication/ Advertising
 - a. **Bias** = one sided
 - b. **Propaganda** = attempt to convince someone based on emotional appeal
 - c. **Symbolism** = represents something
 - d. Look for bias, exaggeration, one-sided/ half-truths, glittering generalities.