

Guided Reading Activity 18-4

Measuring Public Opinion

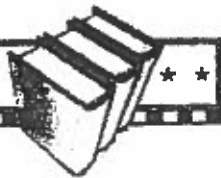
DIRECTIONS Use the information in your textbook to complete this chart. In each space define the method for gauging public opinion. Then include one example or problem connected with the use of that method.

TRADITIONAL METHODS OF GAUGING PUBLIC OPINION					
political party organizations	interest groups	the mass media	letter writing	electronic access	straw polls
problem	problem	problem	problem	problem	problem

DIRECTIONS Use the information in your textbook to identify the following terms associated with the practice of polling to gauge public opinion.

1. the three steps used in scientific polling: _____
2. universe: _____
3. representative sample: _____
4. random sampling: _____
5. sampling error: _____
6. cluster sample: _____
7. factors used in adjusting the results of a poll: _____
8. a problem with polls conducted by mail: _____
9. a problem with polls conducted by telephone: _____
10. three problems pollsters have with interpreting the results of a poll: _____

Guided Reading Activity 19-1



How Media Impact Government

★DIRECTIONS Use the information in your textbook to complete this matching activity. Write the letter of the correct answer in the space provided.

Column A

- _____ 1. "fireside chat"
- _____ 2. news release/briefing
- _____ 3. press conference
- _____ 4. backgrounders
- _____ 5. leak
- _____ 6. media event
- _____ 7. telegenic
- _____ 8. horse-race coverage
- _____ 9. front-runner
- _____ 10. spot advertising

Column B

- A.** media approach that focuses on winners and losers instead of issues or policy positions
- B.** brief, frequent, positive descriptions of a candidate or his or her major themes
- C.** a visually interesting event designed to reinforce a politician's position on some issue
- D.** Franklin D. Roosevelt's radio programs in which he presented his ideas directly to the people
- E.** describes candidates who project a pleasing appearance on camera
- F.** a ready-made story that officials prepare for members of the press; a government official usually makes an announcement or explains a policy, decision, or action
- G.** the release of secret information by anonymous government officials
- H.** involves the news media in questioning a high-level government official
- I.** an early leader in a presidential race
- J.** news stories in which reporters can use the information in the story but they cannot reveal the source from which it came

★DIRECTIONS Use the information in your textbook to complete this diagram that explains how the media handle or are affected by the item in each heading.

HOW THE MEDIA INTERACT WITH CONGRESS AND THE SUPREME COURT	
Congress	
confirmation hearings:	
oversight activities:	
personal business:	
Supreme Court	
remoteness of judges:	
technical issues:	