**American Government**

**Ch. 8 Sec. 2**

Mandate –

Interest groups –

Why is media not an accurate gauge of public opinion?

Public opinion polls –

Sample –

Margin of error –

Explain the importance of questioning in polling.

**Ch. 8 Sec. 3**

1. List 5 examples of mass media.
2. There is at least 1 television set in \_\_\_\_\_\_\_\_% of American homes.
3. Television is the principal new source for approximately \_\_\_\_\_\_\_\_% of Americans.
4. What can you tell about television’s influence from your answers to #2 and #3?
5. What has happened to the number of daily newspapers through the years? What has quickened that trend in recent years?
6. Why has radio remained influential, despite the rise of other forms of mass media?
7. How does media influence which issues people focus on?
8. List 3 limits on mass media’s influence on politics.
9. Why do few public affairs shows air during prime time on TV?
10. Like voting and other forms of political participation, being an informed citizen

requires \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. What types of mass media most influence your views?