**Public Opinion and Propaganda**

Only a certain amount of $$ may be spent by interest groups on campaigns, lobbyist must be registered to lobby, a certain amount of time must pass before a former Congressperson can become a lobbyist.

The primary goal of interest groups is to influence \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Interest groups influence policy by supporting candidates, bringing cases to court, and lobbying lawmakers.

**Propaganda Techniques**

* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** – similar to card stacking, this is an attempt to convey a sense of momentum and to generate a positive everybody’s doing it so you should too mentality
	+ Example – Voice-overs in commercials stating, “Polls show Robert Stone leading in the race for the United States Senate.”
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**– often referred to as “attack ads,” the TV, radio, and print advertisements make assertions about the opponent in a variety of unflattering ways. Name-calling and or groundless assertions about one candidate by his/her opponent. This advertising strategy is used by a candidate primarily to create a negative impression of one’s opponent.
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** – juxtaposing positive images of one’s candidacy with negative images of the opponent in the same ad
	+ Example – Images of two candidates on screen as a voice over denounces the opponent followed by a red X
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** – an attempt by a candidate to appeal to the average voter as “one of the people”
	+ Example – Lamar Alexander in 1996 wearing his trademark red and black checkered shirt. Any candidate ad where he or she appears with no jacket or suit, shirtsleeves rolled up and/or wearing a sweater. Usually doing everyday tasks such as shopping at the supermarket or walking down a street or “visiting” with neighbors
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** – usually the first type of ad used in a campaign, these spots are designed to introduce a candidate to the voters. Needless to say, like an introduction, these types of ads are almost always very positive. Designed to leave the viewer with a very good first impression.
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** – use of statistics often in a one-sided manner; the omission of information that is crucial to drawing an informed and balanced conclusion
	+ Example – 95% of citizens surveyed support Mrs. Jones for city council
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**– endorsements from celebrities and other well-known people
	+ Michael Jordan endorsement of Bill Bradley for President
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** – Use of popular symbols to create a positive connotation for the candidate or the use of negative or controversial symbols to create a negative connotation of one’s opponent
	+ Example – positive – ads that feature pleasant music, beautiful outdoor country or rural scenery, happy families, playful children, successful teams or business.
	+ Example – negative – taking about an opponent’s record with ominous music in the background, using black and white photos, visually shocking images such as oil spills, home foreclosure.