**SHAPING PUBLIC OPINION (p. 272-276)**

**Directions**: Read the PDF containing pg. 272-276. Then answer the following questions. Each group of questions (separated by color) comes from the section listed in italics.

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| **TITLE OF SECTION & QUESTIONS** | **ANSWERS TO QUESTIONS / OTHER KEY IDEAS** |
| *Public Opinion is Many Opinions*  1) What is public opinion? |  |
| 2) Why does family play an important role in influencing our opinions? |  |
| 3) Who else may influence our opinions? |  |
| *Information and Public Opinion*  4) What is mass media? Give five examples of it. |  |
| 5) Simply having access to information is often not enough. What else do you have to do? |  |
| *Propaganda Shapes Public Opinion*  6) What is propaganda? |  |
| 7) With the spread of the Internet, will the use of propaganda become less common or more common? Give reasons for your answer? |  |
| *Concealed Propaganda*  8) Why might concealed propaganda be effective at convincing people? |  |
| *Revealed Propaganda*  9) How might revealed propaganda affect public opinion? |  |
| *Propaganda Techniques*  10) What are six common propaganda techniques? |  |
| 11) Pick one propaganda technique listed in this section. Explain what it is and give an example of it. |  |
| 12) Why might this technique be effective at convincing or persuading people? |  |
| *Measuring Public Opinion*  13) How do polls, or surveys, help to measure public opinion? |  |