# Presentation Title: week\_4-1\_unofficial\_actors\_i

Slide 1:  
Unofficial Actors in the Policy Process  
Actor Interaction  
POSC 315: Week 4-2

--------------------------------------------------

Slide 2:  
Overview  
Unofficial Actors  
News Media  
Political Parties  
Interest Groups  
Think Tanks  
Corporations  
Individuals  
Concepts of Interaction

--------------------------------------------------

Slide 3:  
The News Media  
"Politicians and the news media create a world of political fictions by developing causal stories that determine to whom and to where or to what blame is affixed." - Deborah Stone  
Media Framing  
Key Concepts  
Frame definition: "The process by which a communication source defines and constructs a political issue or public controversy"  
Impact on public perception  
Example: "Immigrant Caravan" vs. "Refugee Caravan"  
Media Gatekeeping  
Control over story selection  
Editorial decisions  
Story placement  
Coverage duration  
Impact on policy windows  
Creating opportunities  
Sustaining attention  
Influencing timing  
Modern Media Dynamics  
Evolution of Media Landscape  
Traditional vs. Digital platforms  
Social media impact  
24-hour news cycle  
Challenges  
Decreasing attention spans  
Information overload  
Echo chambers  
Pack Journalism  
"The tendency of journalists to cover the same stories in the same way because they are competing with each other for audience attention."  
Creates story momentum  
Reinforces narrative frames  
Can lead to groupthink

--------------------------------------------------

Slide 4:  
The News Media  
"Politicians and the news media create a world of political fictions by developing causal stories that determine to whom and to where or to what blame is affixed." - Deborah Stone

--------------------------------------------------

Slide 5:  
Media Framing  
Key Concepts  
Frame definition: "The process by which a communication source defines and constructs a political issue or public controversy"  
Impact on public perception  
Example: "Immigrant Caravan" vs. "Refugee Caravan"

--------------------------------------------------

Slide 6:  
Media Gatekeeping  
Control over story selection  
Editorial decisions  
Story placement  
Coverage duration  
Impact on policy windows  
Creating opportunities  
Sustaining attention  
Influencing timing

--------------------------------------------------

Slide 7:  
Modern Media Dynamics  
Evolution of Media Landscape  
Traditional vs. Digital platforms  
Social media impact  
24-hour news cycle  
Challenges  
Decreasing attention spans  
Information overload  
Echo chambers

--------------------------------------------------

Slide 8:  
Pack Journalism  
"The tendency of journalists to cover the same stories in the same way because they are competing with each other for audience attention."  
Creates story momentum  
Reinforces narrative frames  
Can lead to groupthink

--------------------------------------------------

Slide 9:  
Political Parties  
Unique characteristics:  
Not mentioned in Constitution  
Created by politicians  
Essential for ballot access  
Party Functions  
Coordination Functions  
Coordinate actions  
Communicate with voters  
Raise money  
Recruit candidates  
Mobilize voters  
Organize government  
Modern Party Dynamics  
Polarization Effects  
Increased ideological sorting  
Gridlock challenges  
Partisan policy formation  
Institutional Changes  
Primary system evolution  
Campaign finance role  
Party discipline  
Party Realignment  
Historical Examples  
The New Deal Coalition  
Southern Strategy  
Reagan Revolution

--------------------------------------------------

Slide 10:  
Political Parties  
Unique characteristics:  
Not mentioned in Constitution  
Created by politicians  
Essential for ballot access

--------------------------------------------------

Slide 11:  
Party Functions  
Coordination Functions  
Coordinate actions  
Communicate with voters  
Raise money  
Recruit candidates  
Mobilize voters  
Organize government

--------------------------------------------------

Slide 12:  
Modern Party Dynamics  
Polarization Effects  
Increased ideological sorting  
Gridlock challenges  
Partisan policy formation  
Institutional Changes  
Primary system evolution  
Campaign finance role  
Party discipline

--------------------------------------------------

Slide 13:  
Party Realignment  
Historical Examples  
The New Deal Coalition  
Southern Strategy  
Reagan Revolution

--------------------------------------------------

Slide 14:  
Interest Groups  
Core Definitions  
"An organization that tries to influence public policy decisions." - Stone  
"A collection of individuals who share a common interest or attitude and seek to influence government for specific ends." - Lowi  
Interest Group Types  
Institutional Groups  
National Governors Association  
National League of Cities  
National Association of Counties  
Economic Groups  
National Association of Manufacturers  
American Petroleum Institute  
American Medical Association  
Public Interest Groups (PIGs)  
Sierra Club  
National Rifle Association  
Consumer advocacy organizations  
Modern Interest Group Strategies  
Digital Age Tactics  
Social Media Campaigns  
Viral advocacy  
Online mobilization  
Digital grassroots  
Data-Driven Approaches  
Targeted messaging  
Analytics-based advocacy  
Digital engagement metrics  
Interest Group Activities  
Direct Activities  
Lobbying  
Campaign contributions  
Litigation  
Venue shopping  
Indirect Activities  
Public relations  
Grassroots mobilization  
Coalition building  
Research and education  
AstroTurfing  
Modern Examples  
Definition: Creating artificial grassroots movements  
Current Examples:  
Industry-funded citizen groups  
Corporate-sponsored local movements  
Social media manipulation campaigns  
Impact on Policy Process  
Public perception manipulation  
Policy agenda influence  
Legislative pressure

--------------------------------------------------

Slide 15:  
Interest Groups  
Core Definitions  
"An organization that tries to influence public policy decisions." - Stone  
"A collection of individuals who share a common interest or attitude and seek to influence government for specific ends." - Lowi

--------------------------------------------------

Slide 16:  
Interest Group Types  
Institutional Groups  
National Governors Association  
National League of Cities  
National Association of Counties  
Economic Groups  
National Association of Manufacturers  
American Petroleum Institute  
American Medical Association  
Public Interest Groups (PIGs)  
Sierra Club  
National Rifle Association  
Consumer advocacy organizations

--------------------------------------------------

Slide 17:  
Modern Interest Group Strategies  
Digital Age Tactics  
Social Media Campaigns  
Viral advocacy  
Online mobilization  
Digital grassroots  
Data-Driven Approaches  
Targeted messaging  
Analytics-based advocacy  
Digital engagement metrics

--------------------------------------------------

Slide 18:  
Interest Group Activities  
Direct Activities  
Lobbying  
Campaign contributions  
Litigation  
Venue shopping  
Indirect Activities  
Public relations  
Grassroots mobilization  
Coalition building  
Research and education

--------------------------------------------------

Slide 19:  
AstroTurfing  
Modern Examples  
Definition: Creating artificial grassroots movements  
Current Examples:  
Industry-funded citizen groups  
Corporate-sponsored local movements  
Social media manipulation campaigns  
Impact on Policy Process  
Public perception manipulation  
Policy agenda influence  
Legislative pressure

--------------------------------------------------

Slide 20:  
Think Tanks  
Research and advocacy organizations focusing on:  
Policy research  
Analysis  
Recommendations  
Public education  
Think Tank Categories  
Academic Think Tanks  
Brookings Institution  
RAND Corporation  
Advocacy Think Tanks  
Heritage Foundation  
Center for American Progress  
Contract Research Organizations  
Urban Institute  
Research Triangle Institute  
Think Tank Influence  
Policy Research  
Data analysis  
Policy evaluation  
Impact assessment  
Knowledge Translation  
Policy briefs  
Media engagement  
Decision-maker outreach  
Think Tank Funding  
Funding Sources  
Private Donors  
Foundations  
Corporations  
Government Contracts  
Endowments  
Impact on Research Focus and Credibility

--------------------------------------------------

Slide 21:  
Think Tanks  
Research and advocacy organizations focusing on:  
Policy research  
Analysis  
Recommendations  
Public education

--------------------------------------------------

Slide 22:  
Think Tank Categories  
Academic Think Tanks  
Brookings Institution  
RAND Corporation  
Advocacy Think Tanks  
Heritage Foundation  
Center for American Progress  
Contract Research Organizations  
Urban Institute  
Research Triangle Institute

--------------------------------------------------

Slide 23:  
Think Tank Influence  
Policy Research  
Data analysis  
Policy evaluation  
Impact assessment  
Knowledge Translation  
Policy briefs  
Media engagement  
Decision-maker outreach

--------------------------------------------------

Slide 24:  
Think Tank Funding  
Funding Sources  
Private Donors  
Foundations  
Corporations  
Government Contracts  
Endowments  
Impact on Research Focus and Credibility

--------------------------------------------------

Slide 25:  
Corporations and Business  
Policy Process Role  
Direct policy influence  
Economic stakeholders  
Implementation partners  
Resource providers  
Corporate Policy Tools  
Direct Influence  
Lobbying  
Campaign contributions  
Policy research funding  
Indirect Influence  
Industry associations  
Public-private partnerships  
Economic leverage  
Corporate Policy Impact  
Key Areas of Influence  
Regulatory Policy  
Industry standards  
Compliance frameworks  
Environmental regulations  
Economic Policy  
Tax policy  
Trade agreements  
Labor regulations

--------------------------------------------------

Slide 26:  
Corporations and Business  
Policy Process Role  
Direct policy influence  
Economic stakeholders  
Implementation partners  
Resource providers

--------------------------------------------------

Slide 27:  
Corporate Policy Tools  
Direct Influence  
Lobbying  
Campaign contributions  
Policy research funding  
Indirect Influence  
Industry associations  
Public-private partnerships  
Economic leverage

--------------------------------------------------

Slide 28:  
Corporate Policy Impact  
Key Areas of Influence  
Regulatory Policy  
Industry standards  
Compliance frameworks  
Environmental regulations  
Economic Policy  
Tax policy  
Trade agreements  
Labor regulations

--------------------------------------------------

Slide 29:  
Interaction of Actors  
Policy Domain  
"A substantive area of public policy such as health care, education, or the environment." - Stone  
A policy domain can be a single policy or a group of related policies  
an area where actors compete and compromise  
Interaction of Actors  
Policy Community  
The group of actors who are involved in a particular policy domain.  
Interaction of Actors  
Subgovernment  
"A network of groups within the American political system that exercise a great deal of control over specific policy areas." - Stone  
An  
issue network  
is a more open version of a subgovernment.  
Open to numerous actors, interest groups, think tanks, corporations, individuals, etc.  
Often consists of a few key actors or advocacy coalitions.  
Interaction of Actors  
Iron Triangle  
"A stable, mutually beneficial political relationship among a congressional committee (or subcommittee), an administrative agency, and organized interests concerned with a particular policy domain." - Stone  
Example: The House Committee on Energy and Commerce, the EPA, and the American Petroleum Institute  
An iron triangle is more closed than an issue network.  
Iron Triangle  
Interaction of Actors  
Policy Regime  
"A loosely formed governance structure formed by a policy community around a particularly broad policy domain." - Birkland  
When a policy domain is broad and spans boundaries of various types, the actors, coalitions, interests, and agencies form a policy regime—a loose governance structure.

--------------------------------------------------

Slide 30:  
Interaction of Actors  
Policy Domain  
"A substantive area of public policy such as health care, education, or the environment." - Stone  
A policy domain can be a single policy or a group of related policies  
an area where actors compete and compromise

--------------------------------------------------

Slide 31:  
Interaction of Actors  
Policy Community  
The group of actors who are involved in a particular policy domain.

--------------------------------------------------

Slide 32:  
Interaction of Actors  
Subgovernment  
"A network of groups within the American political system that exercise a great deal of control over specific policy areas." - Stone  
An  
issue network  
is a more open version of a subgovernment.  
Open to numerous actors, interest groups, think tanks, corporations, individuals, etc.  
Often consists of a few key actors or advocacy coalitions.

--------------------------------------------------

Slide 33:  
Interaction of Actors  
Iron Triangle  
"A stable, mutually beneficial political relationship among a congressional committee (or subcommittee), an administrative agency, and organized interests concerned with a particular policy domain." - Stone  
Example: The House Committee on Energy and Commerce, the EPA, and the American Petroleum Institute  
An iron triangle is more closed than an issue network.

--------------------------------------------------

Slide 34:  
Iron Triangle

--------------------------------------------------

Slide 35:  
Interaction of Actors  
Policy Regime  
"A loosely formed governance structure formed by a policy community around a particularly broad policy domain." - Birkland  
When a policy domain is broad and spans boundaries of various types, the actors, coalitions, interests, and agencies form a policy regime—a loose governance structure.

--------------------------------------------------

Slide 36:  
Conclusion  
Unofficial actors play critical roles in the policy process  
Understanding their interactions is essential for policy analysis  
Media, parties, interest groups, think tanks, corporations, and individuals shape policy outcomes  
Complex dynamics and power structures influence policy decisions

--------------------------------------------------

Slide 37:  
Next Time  
Individuals in the Policy Process  
King's  
Letter from the Birmingham Jail

--------------------------------------------------