

American Government B

Unit 4 Lesson 1: Political Parties and Media

Unit Summary:

- Explore why political parties form and their role in the American system of government.
- Learn how political parties, interest groups, PACs, other organizations, and individuals influence the government, both positively and negatively, in law and policy.
- Explore many different periods in United States history and discover the major political parties that existed at different times.
- Assess the process used by political parties for selecting presidential candidates and the impact that political parties have on elections in general.
- Analyze the role that the media plays in the American political landscape. This will include analyzing media messaging and critiquing points of view, validity, and reliability.

Unit Timeline: This timeline provides *some* events included in this unit's learning. The goal is to assist understanding chronologically.

- Mid 15th century (about 1450)– Printing Press invented
- Early 17th century - First printed newspaper
- 18th and 19th Century- Newspaper is the main source of information
- Beginning 20th Century-Start of Mass Media (Ex. Radio)
- Mid 20th Century- Television becomes main source of information
- Late 20th Century- Cable News Networks begin
- Internet Age- Blogs, Websites
- Internet Age- Social Media

Unit 4 Lesson 2: Political Parties in America

Objective 1: In this section, you will identify factors that lead to the formation of political parties and factions.

Big Ideas:

- A political party is a group of citizens that tries to get its members elected to government offices.
- **Factions** that believe in similar policies, organizations, and practices formally organize to promote their ideas through one political party. Similar political ideas have led to political teamwork.
- U.S. Citizens often join together to promote and oppose certain ideas.

- Cooperation between **Federalists** to oppose **Anti-Federalists** led to the creation of official political parties.
- The Civil War led to **Republicans** and Democrats becoming the two parties in the U.S.'s political system.
- Geography and **public policy** are the two major environmental factors that impact political parties in the U.S.

Origin of U.S. Political Parties:

Party	Ideology
Federalists	Advocated for a large national government holding more power than the state and local governments
Anti-Federalists	Advocated for small national government and strong state and local governments

The Evolution of Political Parties:

Date	Political Party
1790s-1830s	Federalists
	Democratic Republicans
1830s-1850s	Democrats
	Whigs
1850s-present	Democrats
	Republicans

Key Words:

- **advocacy** – the act of strongly supporting a particular party goal
- **Anti-Federalist** – a politician in the original American government who advocated for small federal government and low taxation rates
- **caucus** – a public political event utilized to generate new members for a political party and organize existing members

- **civil rights movement** – a movement from 1954 to 1968 that sought equal status for Black Americans
- **Democrat** – a group of citizens who advocate for civil rights, progressive taxation, and social liberalism in America’s current political system
- **Democratic Republican** – a political party in the U.S. that advocated for small national government, low taxation rates, and individual liberties during the early 1800s
- **faction** – a small, organized, dissenting group that may threaten the government
- **Federalist** – the individuals who supported the adoption of the Constitution
- **gerrymandering** – manipulating the boundaries of election districts to gain an unfair electoral advantage
- **incumbent** – a candidate campaigning to be reelected to an office they are currently holding
- **Independents** – a group of citizens who openly state their lack of party affiliation
- **political party** – an organization that seeks to control the government and enact their policy preferences by getting their members elected to Congress
- **primary election** – an election used to determine who will represent each political party in the general election
- **public policy** – a development of legislation, measurement of performance, and implementation of laws, all conducted by formal government entities
- **Republican** – a citizen advocating for low taxation rates, small federal government, and social conservatism in America’s current political system
- **Whig** – a political party that resisted the Democrats in American government from the 1830s to 1850s

Unit 4 Lesson 2: Political Parties in America

Objective 2: In this section, you will assess the process of different political parties used to nominate candidates using primaries, caucuses, and general elections from past to present.

Big Ideas:

- A **caucus election** is a political party’s private opportunity to nominate candidates for a particular election.
- First, caucus citizens will decide which **delegates** should represent the party in the upcoming election. Then, citizens cast their votes for the candidate they believe will win the **general election**.
- Caucuses are not as popular as they once were. The resources needed to conduct caucuses are cumbersome and time consuming.

Democratic Caucus Process	Republican Caucus Process
<ol style="list-style-type: none"> 1. Groups are divided by candidates. 2. Citizens join the candidate group they support. 3. Initial vote is cast. 4. Candidate is placed on the ballot. 5. Final vote is cast. 6. Candidate with the most votes becomes the delegate. 	<ol style="list-style-type: none"> 7. Initial vote is cast. 8. Candidate with the most votes becomes the delegate.

- **Primary election** is a political party's public opportunity to nominate candidates for an election.

Open Primary	Closed Primary
<ul style="list-style-type: none"> • Citizens are not registered to a party • Any party member can attend • Open to the public 	<ul style="list-style-type: none"> • Citizens must be registered to attend • Registered party members can attend • Exclusive rights

Political Process for a Presidential Primary
<ol style="list-style-type: none"> 9. Conventions are held 10. Citizens vote for a candidate 11. Party conventions held to pick a final candidate 12. Candidate campaigns in the general election 13. General election is held

- General elections determine who will be elected to the House of Representatives, Senate, and the president. Each government level has a general election.

Government Level	Office	Term
National Level	House of Representatives	2 years
	Senate	6 years
	President	4 years

State Level	Representatives	2 years
	Senators	4 years
	Governor	4 years
Local Level	City Council	2–4 years
	Mayors	2–4 years

Key Words:

- **caucus election** – an event requiring members of a political party to vote in a closed session between all the candidates running for a particular office
- **closed primary** – an event where only registered party members can select candidates
- **delegate** – a person selected to represent a political party in federal election
- **electoral college** – refers to citizens chosen to serve as electors responsible for voting for the president and the vice president following the November general election
- **general election** – an election used to determine who will be elected to public office
- **margin of error** – the range of error based on an average
- **open primary** – an event open to all U.S. citizens to select candidates
- **popular vote** – the number of citizen votes in a presidential election
- **presidential primary** – a primary used strictly for determining the presidential candidates for each party in the presidential election
- **primary election** – an election used to determine who will represent each political party in the general election

Unit 4 Lesson 2: Political Parties in America

Objective 3: In this section, you will assess the role political parties play in administering government at the local, state, and national levels.

Big Ideas:

- At the national level, political parties determine key legislation to support.
- At the state level, political parties promote governors who support similar policies.
- At the local level, political parties promote policies that affect local districts, such as sales taxes.

- The most common ways political parties administer government is by developing the following:
 - ✓ **Coalitions:** a group of elected officials who work together to achieve common goals.
 - ✓ **Agendas:** a list of goals and promises that a political party wishes to fulfill.
 - ✓ **Party platforms:** outlines the ideas and beliefs that a party stands for and wishes to enact. It is often comprised of political ideologies and positions regarding current issues.

Key Words:

- **agenda** – the goals and promises that a political party wishes to fulfill
- **coalition** – a political group formed to complete particular legislation
- **gridlock** – difficulty moving the legislative process forward
- **party platform** – the ideas and beliefs that a party stands for and wishes to enact
- **plank** – a section of a political party platform that addresses a specific issue
- **political ideology** – a set of ethical ideals or principles that one may believe about how society should work and function

Unit 4 Lesson 2: Political Parties in America

Objective 4: In this section, you will analyze the impact of political parties on political outcomes and policy.

Big Ideas:

- Political parties fulfill many roles. One of the most important is the ability to mobilize voters, thus enhancing democracy. Parties make understanding government easier for many individuals.
- Political parties also provide a platform for people to access politicians and influence policy. These opportunities allow people to rely on the party for information about individuals and government actions. Parties also provide people with an opportunity to find like-minded individuals.
- Parties are also essential to how government runs. Congress has organized itself along party lines, with positions that have evolved from party membership and leadership. If a political party has a majority, it can appoint committee chairs and vote for leadership in each chamber.
- Political parties can also have negative consequences such as encouraging misinformation, diminishing the opportunities of new politicians and obtaining too much power.

Key Words:

- **divided government** – a situation that occurs when one political party controls the presidency and another party controls one or both houses of Congress
- **gerrymander** – to manipulate the boundaries of election districts to gain an unfair electoral advantage
- **party platform** – the ideas and beliefs that a party stands for and wishes to enact
- **political gridlock** – a stalemate that occurs when the government is unable to act or pass laws because rival parties control different branches of government and are unable to compromise
- **political ideology** – a system of beliefs, ideas, or values that serve as the foundation of how a government should function and as a guide for policy initiatives
- **political party** – an organization that seeks to control the government and enact its policy preferences by getting its members elected to Congress
- **two-party system** – a political system in which the two main opposing political parties tend to dominate elections and hold the majority of political positions

Quick Check:

1. Which of the following statements identifies factors that led to the formation of political parties in the United States?
 - Caucuses and incumbents led to the creation of political parties.
 - Political primaries and general elections led to the creation of political parties.
 - Gerrymandering was the major factor that led to the formation of political parties.
 - **Economic and social policies led to the formation of political parties.**

2. Which of the following assesses the primary election process from past to present that different political parties used to nominate candidates?
 - In early U.S. history, Republican primaries were run by senators.
A senator was sent to represent a group of people in an electoral process.
By 1915, 30 states had implemented direct primaries in their electoral process.
Today, Democrat citizens determine candidates in presidential primaries.
 - In early U.S. history, Democrat primaries were run by the people.
An elected citizen was sent to represent the people in an electoral process.
By 1915, at least 40 states used direct primaries in their electoral process.
Today, Republican delegates determine candidates in open and closed primaries.
 - In early U.S. history, Republican and Democrat parties ran primaries.
A party member was sent to represent the party in an electoral process.
In 1915, at least 25 states chose against direct primaries in their electoral process.
Today, Republican and Democrat political parties determine candidates in caucuses.
 - **In early U.S. history, Republican and Democrat primaries were run by delegates. A delegate was sent to represent a group of people in an electoral process. In 1915, 45**

states had implemented direct primaries in their electoral process. Today, U.S. citizens determine candidates in open or closed primaries.

3. Which of the following assesses the role political parties play in administering government at the national level?
 - **Political parties dictate laws and policies that are implemented at the national level.**
 - Political parties use a strategy called gridlock to create laws and policies at the national level.
 - Political parties use a strategy called gridlock to create a plank at the national level.
 - Political parties determine the number of U.S. representatives at the national level.

4. Which of the following **best** analyzes the negative impact political parties can have on public policy?
 - Political parties can bring like-minded individuals together to promote a policy initiative.
 - **Political parties can use their platforms to spread misinformation about a policy they dislike.**
 - Political parties can recruit, help train, and financially support candidates to win elections.
 - Political parties can change the party ideology to ensure public policy is aligned to their views.

5. Which of the following actions by political parties **most** negatively affects the legislative process?
 - Political parties can promote a divided government to further their agenda.
 - **Political parties can polarize members of Congress, resulting in gridlock.**
 - Political parties can influence voters to choose a candidate without knowing their positions.
 - Political parties can polarize individuals of different parties, creating competition within government.

Unit 4 Lesson 3: Politics and Ideology

Objective 1: In this section, you will analyze the relationship between constituency, partisanship, and political ideology.

Big Ideas: Citizens are constituents of their elected officials at all levels of government, even if they did not vote for that individual. Presidents have a national constituency. Governors have a statewide constituency. Members of Congress and state legislatures have a constituency comprised of the geographic region they represent.

Partisanship differs from political ideology. A voter who identifies as a Democrat or Republican is partisan.

An ideology is a viewpoint or set of ideals about the role of government and/or public policies.

Key Words:

- **constituency** – a body of voters within a legislative district or state entitled to select an elected officeholder
- **constituent** – a person who is represented politically by an elected official within a legislative district or state
- **demographics** – the statistical breakdown of particular groups within a population
- **partisanship** – a voter or politician aligning with a specific political party
- **political ideology** – a viewpoint or set of ideals about the role of government and/or public policies

Unit 4 Lesson 3: Politics and Ideology

Objective 2: In this section, you will analyze what causes a political party’s ideology to change over time.

Big Ideas: The Republican and Democratic parties have undergone major changes since their creation. Events such as world wars, environmental issues, domestic concerns of terrorism, and immigration, as well as social issues such as the fight for civil rights are the main causes for political parties to undergo changes to their political ideology.

Date	Event	Shift in Ideology
1850–1864	Westward expansion and Civil War	The Republican Party is born out of the controversy of expansion and slavery.
1900–1912	Progressive era	The Republican Party begins to regulate big business and increase the power of the federal government over the economy.
1929	Stock Market Crash and Great Depression	The Democratic Party increases the power of the federal government.
1954–1973	Vietnam War and the civil rights movement	The protests divide the Democratic Party.
2001	September 11 terrorist attacks	The Republican Party limits individual freedoms.

Example	Cause of Change
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World Wars	The Cold War and the War on Terror have caused the Republican Party to strengthen foreign policies and commit troops to other countries.
Environmental Issues	As the concern for global warming rises, Democrats have added climate issues to their agenda as they promote a more environmentally friendly agenda. During the Industrial Revolution, political parties were not as concerned with the environment as they are today.
Domestic Issues	The influx on immigration became a major platform of the Republican Party under President Donald Trump. As the number of immigrants coming to America increased, the Republican Party sought to halt or limit the number of immigrants allowed into the U.S. Trump took a firm stance on the issue by using the phrase “Build that wall,” which caused tension within the party.
Social Issues	Equality for all has become a pressing issue and has helped shaped the future of the Democratic Party.

Key Words:

- ***laissez-faire*** – a policy in which government does not interfere or intervene in individual freedoms
- **political ideology** – a system of beliefs, ideas, or values that serve as the foundation of how a government should function and as a guide for policy initiatives
- **political party** – an organization that seeks to control the government and enact their policy preferences by getting their members elected to Congress
- **two-party system** – a political system in which the two main opposing political parties tend to dominate elections and hold the majority of political positions

Unit 4 Lesson 3: Politics and Ideology

Objective 3: In this section, you will analyze how historical context has affected party ideology and political parties.

Big Ideas: Based on the events that are happening at a specific time, people may vote in masses for the party they typically oppose, leading parties to amend their platform and political ideology.

Date	Political Party	Political Ideology
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1787–1800	Federalists	wanted to form a strong central government that would unify the newly formed U.S.
	Democratic-Republicans	wanted to let states keep their authority and to keep the Articles of Confederation
1800–1860	Whig Party	formed as an opposition party to the Democrats
	Democrats	formed around the popularity of Andrew Jackson and succeeded the Democratic-Republican party
	National Republicans	formed as a result of a split from the Whig party and advocated for the abolition of slavery
1860–1900	Republicans	called for the end of slavery and supported <i>laissez-faire</i> policies
	Democrats	wanted states to have the authority over the issue of slavery
1900–2021	Republicans	supports a decentralized government, believes states should make policies that they see fit, opposes government regulation of the economy, and favors budget cuts for social programs
	Democrats	tends to support a strong federal government that will intervene on the behalf of the people, supports the use of federal funds to uphold social welfare

		programs, and supports social issues such as equality in marriage
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Key Words:

- **anti-federalists** – the individuals who were opposed to the adoption of the Constitution
- **Federalists** – the individuals who supported the adoption of the Constitution
- **party realignment** – the migration of masses of voters to an opposing party
- **political ideology** – a system of beliefs, ideas, or values that serve as the foundation of how a government should function and as a guide for policy initiatives
- **political party** – an organization that seeks to control the government and enact its policy preferences by getting its members elected to Congress
- **political spectrum** – a range of political positions that extend from extreme liberal to extreme conservative views
- **third party** – a minor political party that operates alongside the two-party system

Quick Check:

1. Which of the following statements **best** analyzes the relationship between partisanship and ideology?
 - Partisanship and ideology are indistinguishable in practice.
 - Partisanship reflects beliefs and values, and ideology reflects party affiliation.
 - **Partisanship reflects party affiliation, and ideology reflects beliefs and values.**
 - Ideology and partisanship have little impact on voting behavior.
2. Political ideology is
 - a voter or politician aligning with a specific political party.
 - **a viewpoint or set of ideals about the role of government and/or public policies.**
 - a body of voters within a legislative district or state entitled to select an elected officeholder.
 - the statistical breakdown of particular groups within a population.
3. *Use the timeline to answer the question.*

Date	Political Party	Political Ideology
1787–1800	Federalists	wanted to form a strong central government that would unify the newly formed U.S.
	Democratic-Republicans	wanted to let states keep their authority and to keep

		the Articles of Confederation
1800–1860	Whig Party	formed as an opposition party to the Democrats
	Democrats	formed around the popularity of Andrew Jackson and succeeded the Democratic-Republican party
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	Democrats	wanted states to have the authority over the issue of slavery
1900–2021	Republicans	supports a decentralized government, believes states should make policies that they see fit, opposes government regulation of the economy, and favors budget cuts for social programs
	Democrats	tends to support a strong federal government that will intervene on the behalf of the people, supports the use of federal funds to uphold social welfare programs, and supports social issues such as equality in marriage

Which of the following correctly analyzes the cause for the political party's changing ideology over time?

- the Democratic-Republican party formed the Republican party
 - **the Democratic party's view on civil rights**
 - the Whig party transforming into the Dixiecrat party
 - the Republican party's view on economic growth
4. Which of the following **best** analyzes why the first two political parties formed?
- The Federalists and Democratic-Republicans had different ideas about the need to create a national bank.
 - The Federalists and Democratic-Republicans were the first parties because the Constitution laid the guidelines for their creation.
 - The Federalists and Democratic-Republicans had different ideas about whether the institution of slavery should be legal.
 - **The Federalists and Democratic-Republicans had different ideas on how much power the federal government should have.**
5. Which of the following **best** analyzes how the formation of the Libertarian Party was the result of the historical context of the time?
- At the time environmental movements in Europe were inspiring changes in legislation and followers to create a party to protect social justice.
 - Individuals felt a need to create another party after Jackson won the popular vote and Quincy Adams won the electoral vote.
 - The debate over how much power the central government should be given prompted a fear of a tyrant king and a fight against a controlling government.
 - **People believed the draft was a violation of economic and social liberties, as the government was spending money and forcefully sending troops to war.**

Unit 4 Lesson 4: Political Influence

Objective 1: In this section, you will analyze the ways media and public opinion shape party philosophy and public policy.

Big Ideas:

- Public opinion is often gathered by public opinion polls. Public opinion polls investigate and report the public's reaction to a public policy. Providing information on the public opinion polls can influence political parties to change their party platforms. They do this by adding planks (statements about their position on specific issues) to their party platforms. Strong public opinion can initiate a change in a party's philosophy or strategy. A political party often changes its platform to acquire more votes for its candidates.
- Vital information is channeled to the public over mass media, social media, and social networks by organizations, and businesses. Information reaches the public and transforms public opinion and influences party philosophy and public policy.

Key Words:

- **interest group** – a well-organized group of people with a shared identifying interest that attempts to influence the legislative process
- **lobbying** – an attempt to influence legislation to promote specific interests
- **media** – the different channels for conducting mass communication, including broadcast, print, social media, and other electronic media such as the internet
- **party platform** – the ideas and beliefs that a party stands for and wishes to enact
- **plank** – a section of a political party platform that addresses a specific issue
- **political ideology** – a set of ethical ideals or principles that one may believe about how society should work and function
- **public opinion poll** – a series of questions presented to the public that are designed to gather information that represents the opinions of the population
- **public policy** – government laws and regulations designed to help solve problems
- **third party** – a minor political party that operates alongside the two-party system

Unit 4 Lesson 4: Political Influence

Objective 2: In this section, you will analyze how various forms of media shape and influence Americans' understanding of politics.

Big Ideas:

Various forms of **media** provide information about American politics. These include print, radio, TV, the internet, and social media. The four major roles of the media are: educator, watchdog, gatekeeper, and policy setter.

The number of Americans who get their political news through social media has increased, while the number of Americans who receive their news from traditional sources, such as print, has decreased over time.

Information from social media tends to be limited, so the understanding and mastery of political understanding is lower. Additionally, people unconsciously screen out media content or messages that do not align with their perspectives and beliefs. Media becomes less of an educator and merely confirms what they already believe to be true.

Key Words:

- **bias** – the set ideas for or against something
- **campaign platform** – a way to express a party’s principles, goals, and positions on various domestic and foreign matters
- **educator** – the function of the media as a provider of information
- **fourth estate** – a name sometimes used to identify the media
- **gatekeeper** – the function of the media as a screener of information to the public
- **media** – the different ways for conducting mass communication, including broadcast, print, social media, and other electronic media such as the internet
- **policy setter** – the function of the media that leads to the writing and passing of laws
- **political candidate** – a person that competes for political office
- **watchdog** – the function of the media as “the eyes and ears” of the people

Unit 4 Lesson 4: Political Influence

Objective 3: In this section, you will analyze the role of intersectionality in determining one’s political identity.

Big Ideas:

Political identity is where people locate themselves on the political spectrum. Political identity is shaped by several influences including family background, geographic region of the country, and personal experiences.

Intersectionality occurs when different social, economic, and political factors come together, leading to unique and complex political identities that are not easily predicted.

Intersectionality acknowledges that people have multiple factors that impact their voting patterns. Because people have different aspects of their identity that influence their votes, dividing factors might cause them to vote split-ticket. When people have reinforcing factors of their identity, they are more likely to vote straight-ticket.

Key Words:

- **class** – the grouping of people into a social hierarchy, typically lower, middle, and high
- **conservative** – a person who believes that government should maintain traditionalism and the existing order
- **dividing factors** – the political characteristics that push people to opposite sides of the political spectrum
- **intersectionality** – the various social, economic, and political factors that come together to create unique and complex political identities
- **liberal** – a person who believes that government should take an active role in social change
- **political identity** – the location of a person on the political spectrum. Political identity is shaped by several influences including family background, geographic region of the country, and personal experiences
- **political party** – an organization that seeks to control the government and enact its policy preferences by getting its members elected to Congress
- **political spectrum** – a range of political positions that extend from extreme liberal to extreme conservative views
- **reinforcing factors** – the political characteristics that mutually support a person’s position on one side of the political spectrum
- **split-ticket voting** – the process of selecting candidates from different parties for different offices on a ballot
- **straight-ticket voting** – the voting for one party’s candidates for all political offices on a ballot

Unit 4 Lesson 4: Political Influence

Objective 2: In this section, you will evaluate how diversity has influenced political parties and led to changes in American party politics.

Big Ideas: Over the past 25 years, the demographics of the United States has changed. America has become older, better educated, and more diverse. Both the Republican and Democratic Parties’ demographics have changed.

Political Party	Percent of Non-White Voters	Percent under 50 years of Age	Percent Whites without College	Percent Unaffiliated with Religion
Republican	13%	42%	55%	12%
Democrat	41%	52%	27%	29

- The Republican Party’s average voter is more likely to be White, older, less educated, and affiliated with organized religion.
- The Democratic Party’s average voter is more likely to be non-White, younger, better educated, and less likely to be affiliated with organized religion.

Key Words:

- **abolitionist** – a person who opposed slavery prior to and during the American Civil War
- **Great Depression** – a period of severe economic downturn beginning in 1929 and lasting to the 1930s leading to high levels of unemployment and poverty in America and the world
- **party platform** – the ideas and beliefs that a party stands for and wishes to enact
- **stakeholder** – an individual who has a particular interest in an issue

Quick Check:

1. Which of the following **best** analyzes how media shapes party philosophy and public policy?
 - Media shapes party philosophy and public policy by forming interest groups, such as the Mental Health Liaison Group.
 - **Media shapes party philosophy and public policy by using mass communication, such as broadcast media.**
 - Media shapes party philosophy and public policy by using a third party, such as the Libertarian Party and the Green Party.
 - Media shapes party philosophy and public policy by developing planks and party platforms.
2. What is a public policy?
 - **the laws and regulations designed to help solve problems**
 - a series of questions related to laws presented to the public
 - the ideas and beliefs that a party stands for and wishes to enact
 - a group of people that attempt to influence the legislative process
3. Which statement **best** analyzes how print media influences Americans’ understanding of politics?

- Print media is used most of the time and leads to lower understanding.
 - Print media is used most of the time and leads to higher understanding.
 - Print media is rarely used by Americans, but when it is used, it leads to lower understanding.
 - **Print media is rarely used by Americans, but when it is used, it leads to higher understanding.**
4. A person has dividing political factors that all align with either the Democratic or Republican Party, depending on the issue. Analyze how intersectionality will impact this person's voting habits.
- **The person is likely to vote split-ticket.**
 - The person is likely to vote straight-ticket for the Republican Party.
 - The person is likely to vote straight-ticket for the Democratic Party.
 - The person is likely to vote based on one factor of their identity.
5. Which statement **best** evaluates the way in which diverse stakeholders influence political outcomes within the Republican Party?
- Republican voters are more likely to be non-White and supportive of issues related to discrimination against people of color.
 - Republican voters are more likely to be younger and supportive of issues related to youth.
 - **Republican voters are more likely to be affiliated with organized religion and supportive of individual liberty connected to religion.**
 - Republican voters are likely to be college educated.

Unit 4 Lesson 5: Impacts on Government

Objective 1: In this section, you will describe the impact of interest groups on varying levels of government.

Big Ideas:

- An **interest group** is an organization outside the government that seeks to influence government. An interest group's main goal is to influence officials at various levels of government to support its causes. Interest groups today sponsor email, telephone, television commercial, and social media campaigns, to influence decision-makers at different levels of government. They can speak to, or **lobby**, officials.

- An interest group might sometimes form a **political action committee**, or PAC. These groups raise money to support or oppose political campaigns.
- An interest group can help political officials by providing information; providing cues that indicate who supports and opposes a certain action; providing political support; financially supporting political campaigns; and by writing legislation an official might adopt.

Key Words:

- **cue** – a signal to an official about who supports or opposes a particular issue
- **interest group** – a group outside of a political party that seeks to influence officials at all levels of government
- **lobby** – to seek to influence officials by directly speaking with them
- **patron** – a person of wealth or influence who provides key financial or ideological support to an interest group
- **political action committee** – an organization with particular interests that raises funds to support or oppose the political campaigns of government officials

Unit 4 Lesson 5: Impacts on Government

Objective 2: In this section, you will differentiate how lobbying and media impact the lawmaking process at the local, state, and national government levels.

Big Ideas:

	Local Level	State Level	National Level
Lobbying	often informal; residents share their views with leaders	mix of informal and professional lobbyists	mostly professional lobbyists
Media	articles in local newspapers or on social media pages related to the community	state newspapers; regional and state television and radio shows; interest group social media sites; organized phone and email campaigns	national newspapers; national television and radio news programs; interest group social media sites; organized phone and email campaigns

Key Words:

- **agenda setting** – the way media impacts public policy by influencing and leading discussion on important problems and topics
- **federalism** – a system of government where the same territory is controlled by two levels of government with one overarching national government
- **framing** – defining a political or policy issue; indicating how the issue should be interpreted
- **grassroots** – a reference to the political work and influence of people concerned about an issue, but not as professional activists or lobbyists
- **interest group** – a well-organized group of people with a shared identifying interest that attempts to influence the legislative process
- **lobbyist** – a person who takes the concerns of an interest group directly to a government official seeking to influence the official’s view and response to a given issue or set of issues
- **lobbying** – an attempt to influence legislation to promote specific interests
- **op-ed article** – a type of media story written in response to an editorial; short for *opposite editorial*
- **policy** – a disposition toward an issue or a course of action to be taken in relation to a particular issue; what is to be done and how
- **political efficacy** – the belief that a person can understand an issue and influence responses to it
- **Tenth Amendment** – the part of the Constitution that stated the powers not given to the national government, nor denied to the states, were left to the states

Unit 4 Lesson 5: Impacts on Government

Objective 3: In this section, you will explain how political groups influence the federal government.

Big Ideas:

- A **political group** is a group of people interested in the affairs of society, or some aspect of it. It seeks to influence decisions political leaders make.
- One way political groups can influence political decision-makers within the federal government is to organize demonstrations or protests.
- Political groups use various types of **media** to influence government officials. Examples of this are email campaigns, running television, radio, internet, and newspaper advertisements.

- Political groups **lobby** important issues to the federal government. They often designate knowledgeable nonprofessionals to lobby, or they pay professional lobbyists.
- Political groups seek to influence federal court cases. One way they influence federal courts is by providing sponsorships for certain cases.
- Political groups seek to influence United States senators and the U.S. president. They might influence the president by forming demonstrations and protests, applying media pressure, and providing expert information.
- A member of a political group might offer an illegal bribe, such as cash, in exchange for favorable decisions. Another term used to describe this transaction is “political corruption.” Political corruption is when a government official uses power or influence for private gain.

Key Words:

- ***amicus curiae*** – a brief or letter to a federal court stating reasons why the court should decide a certain way in a given case
- **demonstration** – a gathering, rally, or march during which people with political interests express their views to persuade others
- **executive branch** – the branch of government that enforces laws, consisting of the president, a Cabinet appointed by the president, and various agencies and advisors
- **independents** – people who do not formally align with any established political party
- **interest group** – a well-organized group of people with a shared identifying interest that attempts to influence the legislative process
- **lobby** – an attempt to influence government officials by speaking directly with them
- **media** – the different ways for conducting mass communication, including broadcast, print, social media, and other electronic media such as the internet
- **political action committee (PAC)** – a private group that raises and distributes funds for use in election campaigns
- **political group** – a collection of people with common interests or an agenda
- **political party** – an organization that seeks to control the government and enact their policy preferences by getting their members elected to Congress

Quick Check:

1. Which of the following describes a cue?
 - A cue is an organization that raises money to support or oppose a political campaign.
 - A cue is a draft of legislation submitted by a PAC to an official.
 - A cue is a person of influence who provides key financial or ideological support to an issue or interest.
 - **A cue is a signal to an official about who supports or opposes a particular issue.**

2. Use the table to answer the question.

	Local Level	State Level	National Level
Lobbying	often informal; residents share their views with leaders	mix of informal and professional lobbyists	mostly professional lobbyists
Media	articles in local newspapers or on social media pages related to the community	state newspapers; regional and state television and radio shows; interest group social media sites; organized phone and email campaigns	national newspapers; national television and radio news programs; interest group social media sites; organized phone and email campaigns

Based on the table, which of the following differentiates the impact lobbying and media have on the lawmaking process at each level of government?

- Lobbying and the media have an equal amount of impact at each level of government.
- Lobbying and the media have a greater impact at the state level than at the local level.
- Lobbying and the media have a greater impact at the national level than at the state level.
- **Lobbying and the media have a greater impact at the local level than at the national level.**

3. Which amendment in the U.S. Constitution allows citizens to lobby at the local, state, and national levels?

- Ninth Amendment
- Eighth Amendment
- **Tenth Amendment**
- First Amendment

4. Which of the following explains how a political group's sponsorship of a federal court case influences the federal government?

- A sponsorship influences the federal government by running media advertisements on the case.
- A sponsorship influences the federal government by lobbying for federal judge nominees.

- **A sponsorship influences the federal government by providing financial resources in the case.**
- A sponsorship influences the federal government through demonstrations.

5. Whom do *amicus curiae* briefs attempt to influence in the federal government?

- ***Amicus curiae* briefs attempt to influence justices in federal courts.**
- *Amicus curiae* briefs attempt to influence House representatives.
- *Amicus curiae* briefs attempt to influence U.S. senators.
- *Amicus curiae* briefs attempt to influence the U.S. president.

Unit 4 Lesson 6: Governmental Interactions

Objective 1: In this section, you will compare the ways individuals and groups help formulate policy by interacting with the structure and functions of government.

Big Ideas:

People connecting to Government:

- **Legislative Branch:** The legislative branch makes laws, approves budgets, and implements taxes. Congress is made up of officials directly elected by citizens to represent the people and their interests.
- **Judicial Branch:** Federal judges and Supreme Court justices are directly appointed by the president without input from the people. This is the only branch of the government where the people do not have a hand in selecting its members
- **Executive Branch:** The head of the executive branch at any level of government is elected by the people. The election process is the main way that individuals can influence the executive branch.

Groups connecting to Government:

- **Legislative Branch:** Interest groups organize around common interests to influence the legislative process before and after elections. The three main types of interest groups include environmental issues, businesses or corporations, and public interests. Interest groups send representatives to influence Congress and other policymakers in a process known as lobbying.
- **Judicial Branch:** Individuals can sit on juries; they act as a whole group in making decisions and deciding on cases. Special interest groups can also influence the courts and participate in policy regarding the judicial branch by filing lawsuits or filing amicus curiae, also known as friend of the court briefings.
- **Executive Branch:** Special interest groups target the executive branch by having lobbyists influence executive appointments that require a Senate confirmation.

Key Words:

- **Congress** – the two-chamber legislative body in the United States, comprising the House of Representatives and the Senate, that makes the laws
- **executive branch** – the branch of government that enforces laws, consisting of the president, a cabinet appointed by the president, and various agencies and advisors

- **grand jury** – a group of citizens who hear evidence from a prosecutor about potential crimes
- **interest groups** – a well-organized group of people with a shared identifying interest that attempts to influence the legislative process
- **judicial branch** – the branch of government that interprets laws, consisting of the U.S. Supreme Court and federal court system
- **legislative branch** – the branch of government that passes laws, consisting of the two houses of Congress
- **lobbying** – the organized process of influencing legislation or policy
- **trial jury** – a group of people selected from the public to give a verdict in a legal case

Unit 4 Lesson 6: Governmental Interactions

Objective 2: In this section, you will assess what influence intermediary institutions have on government policy.

Big Ideas: There are 4 categories of intermediary agencies that work to influence policy in the government. Intermediary agencies focus on a special interest and can influence the government by representing the best interests of the people, corporations, and businesses. They do this by helping to create legislation that protects their interests and to make sure that laws are being followed.

- **cabinet departments:** Has many agencies that work under the president and are able to report directly to the president to influence policy that affects their specific areas of interest.
- **government corporations:** Can be established by acts of Congress but do not belong to a specific department of government and are able to act independently to protect their interests while influencing and enforcing policies. Government corporations are government agencies that are established by Congress and generate revenue by providing a service.
- **independent agencies:** An act of Congress can create **independent agencies** that are not part of the executive department but are considered to be a part of the U.S. government. These agencies are able to act as a source of contact between the government and both businesses and the public.
- **regulatory commissions:** Do not belong to a specific department and act in the best interests of the public and businesses that share their interests by enforcing rules and policies as well as influencing new policy by interacting with government departments.

Key Words:

- **cabinet department** – made up mostly of the secretaries who control the various departments in the executive branch

- **independent agency** – an agency established outside departments or outside the influence of the president
- **regulatory power** – used by government agencies to ensure legislative requirements are being followed

Quick Check:

1. How do the actions of individuals compare to groups when interacting with the legislative branch of government?
 - **Individuals participate in elections, while groups can interact directly with members of Congress.**
 - Individuals and groups both interact with the legislative branch in the same way.
 - Individuals elect officials to represent their interests, and groups form a jury.
 - Individuals attend congressional hearings while groups utilize lobbyists.
2. What privileges are given to special interest groups when interacting with Congress?
 - Special interest groups are able to help vote in congressional hearings.
 - **Special interest groups are able to testify at congressional hearings.**
 - Special interest groups are able to change laws.
 - Special interest groups are able to meet privately with Congress to influence voting.
3. Which statement **best** assesses how intermediary agencies influence policy in the government?
 - They only represent their own interests in policy to promote their businesses.
 - They serve the best interests of only the public to ensure policy is fair.
 - **They connect the people and the government and work to address specific goals.**
 - They represent the government and work directly under the president and Congress.
4. How do cabinet departments influence government policy?
 - by enforcing rules and policies that affect businesses
 - **by reporting directly to the president on what policy changes should be made**
 - by acting as a point of contact between businesses and the public and the government
 - by generating revenue and providing a service for the public through acts of Congress
5. How does regulatory power help independent agencies influence policy at the government level?
 - **It allows them to propose new legislation and to enforce current legislation.**
 - It prevents them from being a contact between the people and the government.

- It gives them the power to report directly to the president on policy issues.
- It requires them to be established by Congress and generate money to help their cause.

Unit 4 Lesson 7: Governmental Influence

Objective 1: In this lesson, you will compare how individuals, businesses, interest groups, and labor markets can shape foreign policy.

Big Ideas: The way a government interacts with other nations is based on its **foreign policy**. The four main groups that shape foreign policy are: individuals, businesses, interest groups, and labor markets.

- **Individuals:** The president of the U.S. and the secretary of state are two of the main people that influence foreign policy. The president's foreign policy agenda is impacted by what is happening in the world at the time. The secretary of state advises the president on foreign affairs and international matters. Additionally, **ambassadors** represent the United States when interacting with other nations and will often interact with other nations on behalf of the president.
- **Businesses:** MNCs try to influence foreign policy to create opportunities that benefit global business. Many times, this is through lobbying the government for changes. MNCs want to influence changes in regulations related to employee policies, manufacturing and emissions guidelines, and other global regulations that impact business.
- **Interest Groups:** Interest groups have a common goal and work to achieve it. Most often, the role they serve is providing information or research about their given cause.
- **Labor Markets:** Labor markets can shape foreign policy mostly through immigration policies.

Key Words:

- **ambassador** – an individual who represents their country in a foreign nation
- **domestic policy** – the set of public policies that address problems within a country's borders
- **foreign policy** – the way a nation's government deals with other nations
- **interest groups** – a well-organized group of people with a shared identifying interest that attempts to influence the legislative process
- **labor market** – the job market
- **multinational corporation (MNC)** – an organization that conducts business in at least two countries
- **treaty** – a legal agreement between countries

Unit 4 Lesson 7: Governmental Influence

Objective 2: In this section, you will explain how individuals and groups can impact government practices.

Big Ideas: Overall, the greatest way to make an impact on government is by being informed, creating a coalition, and using the media to spread the message. Peaceful marches and demonstrations are also effective, especially when the media is involved. It educates the public about the issue.

- **amendment** – a change or addition to the Constitution
- **civil disobedience** – a nonviolent refusal to comply with certain laws that are seen as unlawful or unfair
- **coalition** – an individual or group that supports one another to make changes
- **First Amendment** – the part of the Bill of Rights that protects religious liberty and freedom of expression such as speech
- **multiple points of entry** – local, state, and national avenues existing to present problems to government officials
- **petition** – a First Amendment right to ask the government to address grievances and problems
- **political efficacy** – the extent to which people believe personal actions and opinions have value and can have an impact on government
- **popular sovereignty** – authority of the government is given by the consent of the people
- **referendum** – a general vote by citizens on a single political question
- **supreme law of the land** – the highest form of law in the United States set forth in the U.S. Constitution

Unit 4 Lesson 7: Governmental Influence

Objective 3: In this section, you will explain how the American people and media can check government actions.

Big Ideas: The people can challenge government actions in protests or social movements. They might also join interest groups to lobby for the changes they desire. Finally, the media can provide coverage of government actions to encourage the people to react and demand change. When the media show governmental actions that the people do not like, the people can be motivated to protest or form social movements and interest groups.

Key Words:

- **Boston Tea Party** – a 1773 political protest against taxation in which American colonists threw tea into Boston Harbor
- **Civil Rights Act of 1964** – a law prohibiting discrimination on the basis of race, color, religion, sex, or national origin
- **civil rights movement** – a movement from 1954 to 1968 that sought equal status for Black Americans
- **Constitution** – a document that provides the legal basis for the United States of America
- **elitism** – the theory that interest groups are dominated by the wealthy and powerful
- **First Amendment** – the part of the Bill of Rights that protects religious liberty and freedom of expression such as speech
- **freedom of speech** – the right of Americans to share their opinion through speech, writing, or symbolic acts
- **interest group** – a well-organized group of people with a shared identifying interest that attempts to influence the legislative process
- **limited government** – a government that has limited powers based on laws and the consent of the people
- **lobbying** – an attempt to influence legislation to promote specific interests
- **Nineteenth Amendment** – an addition to the Constitution that granted women the right to vote
- **pluralism** – the idea that many interests ought to be free to compete for influence over the government and its policies
- **political protest** – a public act designed to show one’s displeasure with government
- **Shays’s Rebellion** – an armed uprising led by Daniel Shays that occurred between 1786 and 1787 in Massachusetts over debt, tax policies, and economic hardships
- **social movement** – a large group of people loosely organized seeking societal change
- **Vietnam Conflict** – an undeclared war in the nation of Vietnam that took place from 1955 to 1975
- **Voting Rights Act of 1965** – a law to enforce the Fifteenth Amendment of the Constitution by prohibiting discriminatory voting practices
- **women’s suffrage movement** – a social movement demanding women’s right to vote that ended with the adoption of the Nineteenth Amendment

Quick Check:

1. Compare the interest a multinational corporation has on foreign policy with the interest an ethnic group has.
 - MNCs are most interested in limiting the influence of ambassadors on foreign policy. Ethnic interest groups speak on behalf of people from their homeland.
 - MNCs are most interested in influencing favorable global business policies, such as trade policies. Ethnic groups limit the influence of ambassadors.
 - **MNCs are most interested in influencing favorable global business policies, such as trade policies. Ethnic interest groups speak on behalf of people from their homeland.**
 - MNCs are most interested in influencing the U.S. government's relationships with other governments. Ethnic interest groups lobby for fair wages.

2. What is the role of an ambassador?
 - The ambassador lobbies for the interests of certain ethnic groups.
 - The ambassador advises the president on foreign affairs matters.
 - **The ambassador interacts with other nations on behalf of the president.**
 - The ambassador manages the overseas operations of MNCs.

3. Which of the following accurately explains how individuals and groups can impact government practices?
 - Individuals and groups can create a referendum to veto a law legislation has passed.
 - **Individuals and groups can form a coalition to impact government practices.**
 - Individuals and groups can use the First Amendment right to form government practices.
 - Individuals and groups can use popular sovereignty to reverse ineffective laws.

4. What is the **best** definition for political efficacy?
 - The highest form of law in the land that gives the people various rights to impact government practices
 - a nonviolent refusal to comply with certain laws that are seen as unlawful or unfair government practices
 - **the extent to which people believe personal actions and opinions have value and can impact government**
 - an individual or group that develops a support network to impact unlawful government practices

5. Which statement **best** explains how the people and media can limit government power?
 - The people can protest and join social movements and interest groups, while the media are restricted in their actions.
 - The people are strongest when they form interest groups and lobby government, while the media are strongest when they negatively report on events.

- **The people can protest and join social movements and interest groups, while the media can provide coverage of government actions.**
- The media can provide coverage of government actions, but the people cannot protest or join social movements and interest groups.

Unit 4 Lesson 8: Interest Groups and Political Action Committees

Objective 1: In this section, you will analyze the effect Supreme Court decisions have had on the federal government's ability to limit political contributions.

Big Ideas: Two laws that the federal government passed to attempt to regulate campaign finance were the Federal Election Campaign Act of 1971 and the Bipartisan Campaign Act of 2002.

- **Federal Election Campaign Act**

-created the **Federal Election Commission** which monitors whether candidates, campaigns, and political parties are following **campaign finance** laws.

- created **financial disclosure** requirements.

- created contribution limits for individuals and groups.

- **Bipartisan Campaign Reform Act (2002)**

- created limits on **independent expenditure**.

The Supreme Court has ruled on several challenges to these Acts.

- ***Buckley v. Valeo (1976)***: Challenged the Federal Election Campaign Act. The Supreme Court upheld most of the limits on campaign finance. It allowed individual candidates to spend unlimited amounts of their own money to support their campaign. This was based on the idea that spending money to support their campaign was part of their freedom of speech.
- ***McConnell v. FEC (2002)***: Challenged the limits on independent expenditure in the Bipartisan Campaign Reform Act. The Supreme Court upheld the limits on independent expenditure.
- ***Citizens United v. FEC (2010)***: challenged the limits on independent expenditure in the Bipartisan Campaign Reform Act. The Supreme Court ruled that the limits on independent expenditure violated freedom of speech.
- **After *Citizens United v. FEC***: The creation of **super PACs** which are independent political action committees that can raise and spend unlimited amounts money if they do not coordinate directly with candidates, campaigns, or political parties. Super PACs have significantly increased the amount of money involved in elections.

Key Words:

- **campaign finance** – the contributions to political campaigns and political parties, as well as the spending of money by political campaigns and political parties

- **corporate personhood** – concept which gives corporations and labor unions the same free speech rights as individuals
- **Federal Election Commission** – the agency that enforces federal campaign finance laws
- **financial disclosure** – the information that must be released to the public on the sources of political contributions, as well as how campaigns and political parties spend money
- **independent expenditure** – the money contributed and spent to support political candidates that cannot be coordinated with candidates, campaigns, and political parties
- **super PAC** – an independent group that can raise and spend unlimited amounts of money but cannot coordinate directly with candidates, campaigns, or political parties

Unit 4 Lesson 8: Interest Groups and Political Action Committees

Objective 2: In this section, you will assess the role and impact interest groups and PACs have on political processes, campaigns, and elections.

Big Ideas:

-People with similar concerns who wanted action from the U.S. government formed unions and interest groups.

-An interest group is a group of like-minded people, who organize themselves to cause government policies to change in their favor. Interest groups encourage lawmakers to write laws that protect some aspect of life for its members.

-Interest groups also affect how campaigns are run by providing candidates opportunities to speak to group members. This allows candidates to gain voter support.

-Interest groups use campaign donations to get lawmakers into office. Interest groups collect a lot of money in a [PAC \(Political Action Committee\)](#).

-The large amounts of money involved in campaigns have increased over time leading to concerns over whether campaigns are fair, equal, and open to all, including those without PAC support or incumbency.

Key Words:

- **Amicus Curiae Brief** – an interest group sends an opinion or background information to influence a court's final decision
- **incumbent** – a candidate campaigning to be reelected to an office they are currently holding
- **interest group** – a well-organized group of people with a shared identifying interest that attempts to influence the legislative process

- **lobbyist** – a person who is paid to work on behalf of a company or industry to promote their interests
- **PAC (Political Action Committee)** – an organization formed and funded by industry, unions, and corporations to finance campaigns of preferred candidates, usually incumbents, in an election
- **“revolving door”** – the practice of former government officials, such as congressmen, leaving government service to become lobbyists for interest groups

Unit 4 Lesson 8: Interest Groups and Political Action Committees

Objective 3: In this section, you will differentiate between political parties and interest groups. You will also describe the differences between interest groups on the positions they take on major political issues.

Big Ideas:

- **Political parties** attempt to gain control of the government through the electoral process. Political parties have positions on a wide range of issues. The United States has two **major parties**, the Democratic Party and Republican Party. The U.S. also has several **minor parties**.
- **Interest groups** typically represent people who have a common interest; Focus on a narrower range of issues. Examples include, League of United Latin American Citizens (LULAC), National Rifle Association (NRA), National Association for the Advancement of Colored People (NAACP).

Political Parties	Interest Groups
Focus is to gain control of parts of government through the electoral process.	Focus is to influence public policy in the common interest of its members.
Nominates and supports candidates for public office.	Supports candidates for public office but does not directly nominate candidates.
Supports a broad range of public policy issues.	Supports a narrower range of public policy issues.

Key Words:

- ***Brown v. Board of Education*** – the U.S. Supreme Court case that ruled that separate but equal educational facilities are inherently unequal
- **interest group** – a well-organized group of people with a shared identifying interest that attempts to influence the legislative process

- **major party** – a political party that is strong enough to win control of government on a regular basis
- **minor party** – a party that seldom wins enough votes to elect its candidates and seldom has any control of government
- **party platform** – the ideas and beliefs that a party stands for and wishes to enact
- **political party** – an organization that seeks to control the government and enact its policy preferences by getting its members elected
- **public policy** – any government policy designed to help solve problems
- **Second Amendment** – the part of the Bill of Rights that protects the individual and state rights to own weapons for the purpose of creating militias

Quick Check:

1. Which of the following correctly analyzes the effect the Supreme Court's decision in *Citizens United v. FEC* has had on U.S. elections?

- **The decision has led to a significant increase in the amount of money involved in U.S. elections.**

- The decision has led to a significant decrease in the amount of money involved in U.S. elections.
- The decision has reduced the amount of money that corporations can spend to support political candidates.
- The decision has reduced the impact super PACs have on U.S. elections.

2. In *Buckley v. Valeo* the Supreme Court linked the spending of money for political purposes to which constitutional right?

- **freedom of speech**

- freedom of the press
- freedom of assembly
- freedom of religion

3. Which of the following **best** assesses the role interest groups and PACs have on political processes?

- **Interest groups and PACs influence the outcomes of political process through political donations.**

- Interest groups and PACs influence outcomes by educating and informing the voters equally.
- Interest groups and PACs provide money to the states that heavily influence political elections.

- Interest groups and PACs seek to reform the rules of elections and campaigns through donations.
4. Which of the following differentiates the range of issues supported by a political party versus an interest group?
- Both political parties and interest groups have positions on all major political issues.
 - Political parties support a more narrow range of issues, while interest groups support positions on all major issues.
 - **Political parties support a wider range of issue positions, while interest groups support the narrower interests of their membership.**
 - Both political parties and interest groups only have positions on a narrow range of issues.
5. Which of the following describes a major difference between political parties and interest groups?
- Political parties try to have influence over the creation of public policy, while interest groups do not.
 - Interest groups represent the interest of their party members, while political parties do not.
 - **Political parties nominate candidates to run for elected office, while interest groups do not.**
 - Interest groups nominate candidates to run for elected office, while political parties do not.

Unit 4 Lesson 9: Media Sources

Objective 1: In this section, you will distinguish between opinion-based media pieces and other forms of information pieces provided by media outlets.

Big Ideas: **Media outlets** provide a range of information from purely opinion-based media pieces to **analysis** to **reporting**. Reporting is intended to be the most factual of media pieces. The purpose of reporting is to present facts to the audience. Media outlets also use pieces that involve analysis. Analysis pieces are also fact-based, but they try to provide their audience with a deeper understanding of an issue. Media outlets also use opinion pieces. These types of pieces are often called **editorials**. While facts can be part of an opinion piece, it is important for the audience to recognize that opinions are being presented.

- **Newspaper/Magazine:** Mostly obvious when they are presenting reporting, analysis, or opinion. In newspapers, most of the articles are reporting. If a particular piece is analysis, it is normally labeled as such
- **Radio:** Can be hard to tell what is fact and what is opinion Ex. Talk Radio
- **Television:** Local and national news programs based on reporting that are usually presented at the same time every day.
- **Social Media:** Greatest difficulty for the audience to determine fact from opinion. Because there are so many social media sources, and because many of them are not well known by the public, the audience might be overwhelmed by the wide variety of information that is available.

Key Words:

- **analysis** – to provide the audience with a context for the information being provided, and to increase the audience’s level of understanding for a particular topic
- **confirmation bias** – the tendency to look for information that supports existing beliefs
- **editorial** – a type of media story that presents the opinion of the editorial board of a newspaper
- **media outlet** – the type of media that is presenting fact and/or opinion. Media outlets include social media, TV, radio, and print outlets such as newspapers and magazines
- **op-ed** – a type of media story written in response to an editorial; short for opposite editorial
- **reporting** – to provide factual information to the audience
- **social media** – the various applications and websites that allow people to share information
- **talk radio** – a type of radio show in which the host talks about issues and takes calls from their audience on those issues

Unit 4 Lesson 9: Media Sources

Objective 2: In this section, you will distinguish between the concepts of propaganda, censorship, and bias.

Big Ideas:

- Censorship: Censorship limits the information that can be accessed by the public. The **First Amendment** protection of the freedom of speech and press makes it hard for governments in the United States (at all levels) to censor information.
- Propaganda: Propaganda refers to information intended to persuade people on a particular issue. Examples of propaganda techniques include **bandwagon**, **plain folks appeal**, **transfer**, and **testimonial**.
- Bias: Bias refers to a person's or group's preexisting beliefs that tend to favor one side on a particular issue.

Key Words:

- **bandwagon** – a propaganda technique that tries to persuade people to believe something based on the impression that everyone else holds that position
- **bias** – the set of ideas for or against something
- **censorship** – the blocking of what media content the public can access
- **confirmation bias** – the tendency to look for information that supports existing beliefs
- **cyber propaganda** – the use of electronic media to manipulate the public in the direction of a particular viewpoint or an event toward a certain outcome
- **distortion** – the twisting of aspects of a media story or the viewpoint on a story that changes the true meaning or significance
- **echo chamber** – describes a situation when an individual or group is only seeing information that supports their preexisting beliefs
- **First Amendment** – the part of the Bill of Rights that protects religious liberty and freedom of expression such as speech and press
- **plain folks appeal** – the attempt to convince the public that a particular political position or candidate supports the average American
- **propaganda** – material intended to promote a political objective, often misleading or biased
- **testimonial** – the use of well-known spokespersons to support a particular issue, candidate, or product
- **transfer** – the propaganda technique that uses positive symbols
- **unconscious bias** – the idea that most people have biases that they may not be aware of

Unit 4 Lesson 9: Media Sources

Objective 3: In this section, you will analyze various types of media messages in order to determine their purpose.

Big Ideas: Media messages have various purposes.

- **To Educate and Inform:** Primary purpose of most media messages from **news media**. News media could include newspapers, magazines, **news blogs**, radio broadcasts, television newscasts, documentaries, and **podcasts**
- **To Entertain:** Examples include: music broadcasts, movies, television shows (dramas and **sitcoms**), sports broadcasts, podcasts, and other forms of **social media**.
- **To Persuade:** Examples include: **editorials** in newspapers and magazines, editorials broadcast over radio and television, podcasts, social media sites, and **commercial advertising**.
- **Political Advertising:** Primarily designed to convince the public on an issue or to persuade the viewer to vote for a particular political candidate.

Key Words:

- **commercial advertising** – the advertising designed to persuade people to buy a particular product or service
- **editorial** – a type of media message that expresses an opinion on an issue or political candidate
- **independent expenditure** – the money spent to support a political position, candidate, or political party that is not coordinated with a candidate, campaign, or political party
- **interest group** – a group that tries to change public policy in the interest of its members
- **news blog** – a discussion or informational website published on the internet
- **news media** – the forms of mass communication delivering information to the public
- **news related talk shows** – a radio or television broadcast, hosted by individuals who often have some form of political bias that affects the content of their broadcast
- **podcast** – a recorded broadcast that people access through their computers, smart phones, or other similar devices
- **political advertising** – the advertising that is designed to persuade the public to support a political issue or candidate
- **sitcom (aka situation comedy)** – a TV show, with a regular cast, designed to be funny and entertaining
- **social media** – a way of sharing content electronically via websites or apps; also allows social/virtual networks to be created

Unit 4 Lesson 9: Media Sources

Objective 4: In this section, you will explain the concepts of validity, reliability, and point of view, and how these concepts can be used to critique media messages.

Big Ideas: Not all media sources provide accurate information. Using **validity**, **reliability**, and **point of view**, people can judge the sources of media messages and decide whether they think the information is likely to be accurate or not.

- **Validity:**

-Scholarly and peer reviewed are usually trusted

-Check to ensure sources are balanced

-Identify the URL domain extensions

- **Reliability:**

-Reliable media messages use credible sources of information.

-Messages can be scholarly and peer-reviewed information or professional sources Ex. New York Times

- **Point of view**

-Media messages written in first or second person can signal that the message's purpose is to persuade.

-Identify the sources used

Key Words:

- **domain extension** – the suffix used at the end of a URL to designate the type of website
- **peer review** – when information is reviewed by experts with a similar background as the creators of information
- **point of view** – an author's perspective or position on the topic or information being presented
- **reliability** – refers to how dependable a source of information is
- **scholarly** – the information prepared by experts, normally for students or other experts in the same field
- **validity** – the degree to which a source can be trusted

Quick Check:

1. When trying to distinguish between fact and opinion, an audience wanting just facts should rely **most** on which of the following types of media pieces?
 - opinion pieces

- editorials

- **reporting pieces**

- op-eds

2. Which of the following correctly describes how confirmation bias can affect a person's ability to distinguish fact vs. Opinion?

- Confirmation bias can make it easier to distinguish fact vs. opinion because a person will believe that opinions are facts when they reinforce their preexisting beliefs.

- **Confirmation bias can contribute to a person believing opinions are facts because those opinions reinforce their preexisting beliefs.**

- Confirmation bias can make it more difficult to distinguish fact vs. opinion because it contributes to a person believing facts are opinions when those facts reinforce their preexisting beliefs.
- Confirmation bias can make it easier to distinguish fact vs. opinion because it contributes to a person fully researching both sides of an issue.

3. Which of the following accurately distinguishes between how propaganda and censorship each have a different effect on the information people receive?

- Both propaganda and censorship are designed to convince people about a particular issue.

- **Information that is propaganda is designed to convince people of something, while censorship limits the information that people can receive.**

- Both propaganda and censorship are designed to limit people's access to information.
- Propaganda limits the information that people can receive, while censorship is designed to convince people of something.

4. Which of the following correctly analyzes the main purpose of political advertising?

- The main purpose of political advertising is to inform or educate the public on multiple sides of a political issue.

- **The main purpose of political advertising is to persuade the public to hold a certain position on an issue or to support a certain political candidate.**

- The main purpose of political advertising is to entertain the public, often using humor.
- The main purpose of political advertising is to persuade the public to buy a particular product or service.

5. When trying to critique the validity of the online source of a media message, which of the following criteria would lead to the conclusion that a source is valid?

- **if the source's URL has a domain extension, such as .edu, because it is linked to an educational institution**

- if the source's URL has the domain .pro, because it is linked to a professional's website
- if the source's URL has the domain extension .com, because that designates it as a commercial site
- if the source's URL has the domain extension .net, because it is not linked to educational institutions or a government

Unit 4 Lesson 10: Role of Media

Objective 1: In this section, you will compare how different media forms communicate, including broadcast, print, social media, and other electronic media.

Big Ideas: The purpose of media is to communicate messages. Each form of media exists to accomplish this and a variety of other goals.

Broadcast Media:

- includes television and radio
- can communicate to the masses and can be accessed through both paid and free channels
- regulated by the Federal Communications Commission (FCC)
- content are mostly overseen by **producers**

Print Media:

- includes both magazines and newspaper
- content is created and reviewed by producers, writers, and editors

Social Media:

- Social media is a way of sharing content electronically via websites and apps.
- Apps can reach people on a local, state, national, or international scale.
- Content on these apps is user created
- Information tends to be biased
- Tailored to the user's profile and what the user clicks on the most

Internet Media:

- A computer network that connects users around the world
- Amount of media that can be accessed via the internet is unlimited.
- Only some is vetted through editors and producers, and much of it is created by users

Key Words:

- **broadcast media** – the media type that includes radio and television
- **gatekeeper** – a person/institution that influences what becomes public knowledge and what does not
- **internet** – a network that connects computers around the world
- **media** – the different ways of conducting mass communication, including broadcast, print, social media, and other electronic media such as the internet
- **print media** – the media type that includes magazines and newspapers
- **producers** – the people who oversee the making of news and entertainment shows
- **social media** – a way of sharing content electronically via websites or apps; also allows social/virtual networks to be created
- **subscription** – the act of making an advance payment to receive or participate in something

Unit 4 Lesson 10: Role of Media

Objective 2: In this section, you will compare how media sources cover politics.

Big Ideas:

Television	Radio	Magazine/Newspapers	Social Media	Internet
Best way to reach a large audience in America; Live and Recorded	Older than television news and almost as widespread	Can focus on a particular topic like politics, fashion, or sports	Can reach people at the national, state, and local levels.	Content on the internet can be provided by individual users, corporations, governmental entities, and news sources
Access coverage of the political conventions that happen months earlier, as well as primary and caucus election results	News can be reported immediately in most cases	Might move to a digital format to cover news more quickly	Political organizations, party leaders, and individual candidates get their ideas and opinions out to as many people as will follow them.	People can create websites and write content that is biased in every direction without much oversight

Reporters interview candidates, speak with people who just voted, or run news stories that highlight the platforms of candidates	interview candidates on their shows to promote candidates and to boost their ratings	Cover political events	Free advertising as well as an opportunity for candidates to introduce themselves to many people.	Mix of information from reliable and unreliable sources.
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Key Words:

- **digital** – news that is accessed from the internet and not in print
- **media** – the different ways for conducting mass communication, including broadcast, print, social media, and other electronic media such as the internet
- **subscription** – a payment in advance to receive or participate in something

Unit 4 Lesson 10: Role of Media

Objective 3: In this section, you will assess the different roles media sources play in American politics.

Big Ideas:

- When the government passes laws to create policies, the media reports on those laws. This is a popular way for people to learn about how government policies impact their lives. Once citizens become aware of new or changed policies, they can turn to government websites, interest group organizations, or privately funded information channels to get further information.
- A **producer** of news can be a large corporation with an organized system of delivering the news to a wide audience (Ex. NBC or Associated Press) or it can simply be an individual (Ex. Websites, blog, Instagram). Understanding the opinions of a producer can help people understand the news story and prevent them from being tricked by opinions or lies.
- **Mainstream media**, such as national, state, and local news channels, have a strong ability to shape the public’s opinion because they are so accessible to everyone. The government can control the timing and delivery of announcements to influence public reaction to policy.

Key Words:

- **consumer** – a person who listens to, watches, or reads the news
- **gatekeeping** – the idea that an entity or person controls what another person or group of people read, watch, or listen to
- **mainstream media** – traditional or established media sources
- **producer** – a person or persons who develops the news

Unit 4 Lesson 10: Role of Media

Objective 4: In this section, you will analyze how a free press affects political discourse throughout the history of America and through different types of media.

Big Ideas: The importance of Freedom of the Press was established in the First Amendment to the United States Constitution. A free press has allowed many different types of political discourse to be practiced and published in the U.S. The balance between Freedom of the Press and privacy continues to be debated, discussed, and judged.

Legislative Act or U.S. Supreme Court Decision	Date	Outcome	Freedom of Press or Individual Liberty?
Sedition Act	1798	Act prohibited the publishing of false or malicious writing against the government.	Here, the balance between privacy and Freedom of the Press went against the press.
<i>Near v. Minnesota</i>	1931	Government cannot issue a prior restraint on a news article unless the news will put active-duty troops in harm's way.	Here, the balance between privacy and Freedom of the Press was in favor of a free press.
<i>N.Y. Times v. U.S.</i>	1971	President claimed that releasing classified papers is a threat to national security, but US Supreme Court said that this claim is not enough to go against the prior restraint rule set forth in <i>Near v. Minnesota</i> .	Here, the balance between privacy and Freedom of the Press was in favor of a free press.
<i>Regan v. Time, Inc.</i>	1984	U.S. Supreme Court ruled that a photo of money doesn't	Here, the balance between privacy and

		violate a Civil War-era law that states that only pictures of money in black and white can be published. This photograph is in color.	Freedom of the Press was in favor of a free press.
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Free Press Example	Intended Purpose	Example
Broadcast news	TV or radio news that gives a politically balanced report of the major events of the day	NBC
Narrowcast news	Cable news shows that are created to report the major events of the day through a political party lens	FOX, CNN
Entertainment journalism	News about famous people and the entertainment industry that may or may not have political intentions in the reporting	<i>People Magazine</i>
Opinion journalism	News that showcases the writer's opinion about a news story, not factual reporting of the news story	Letters to the editor, editorials in newspapers, advice columns, reviews
Photojournalism	News in the form of pictures, which can be politically one-sided depending on the photo	Candid pictures, heat-of-the-moment shots in which the photo tells the story

Key Words:

- **political discourse** – discussions about politics and political actors
- **watchdog** – the role news sources play in fact checking and interviewing political figures and governmental agencies to increase accountability

Quick Check:

1. Compare a difference between broadcast media and print media.
 - Broadcast media informs and educates, while news media centers around user-created content.

- Broadcast media is subscription based, while print media is not.
- Broadcast media is solely digitally based, and print media is not.
- **Broadcast media reaches about 120 million homes in the U.S., while print media is losing subscriptions.**

2. Which form of media has the primary goal of connecting like-minded people?

- radio media
- print media
- internet media
- **social media**

3. Identify the most trustworthy news source.

- **television broadcast news**
- Facebook news
- TikTok news
- internet news

4. Assess the difference between mainstream news media and individually created news media.

- **The mainstream news media is usually more reliable than individually created news media.**
- The mainstream news media is rarely used to communicate policies, while individually created news media is often used to communicate policies.
- The mainstream news media is not organized in its delivery of the news, whereas individually created news media is.
- The mainstream news media is rarely created by qualified producers, and individually created news media is created by the government.

5. Analyze the importance of a free press to democratic political discourse.

- A free press only shows two points of view on a topic.
- A free press enables the government to hide whatever it wants.
- A free press guarantees people that they are always learning the truth.
- **A free press gives citizens the ability to gather all ideas so they can have informed political opinion**

Unit 4 Lesson 11: Politics and Media

Objective 1: In this section, you will distinguish between public officials' use of media for communication purposes and their use of media for various campaigning purposes.

Big Ideas: Public officials need the media to get their messages across to all American citizens. Sometimes public officials use the media to give out necessary information to the public, while, on other occasions, the media becomes a tool to try to boost job ratings and win elections.

Disseminating Government Communications

- Local city and town newspapers announce the happenings around town, including information that the local government wants the cities and towns to know.
- State and national news media are used by state and national public officials to keep citizens informed.
- Presidents use the media to help advance legislation that they hope to pass.

Media Helps Public Officials Win Elections

- Candidates have more ways to reach larger groups of constituents.
- Reporting on the work they accomplished while in office makes constituents more likely to vote for them in the next election because they are happy with the work that was accomplished.

Media Concerns

- Many people think that public officials use the media to trick constituents into voting for them.
- Many feel that the media engages in **horse race journalism** to the detriment of facts.
- Regarding election campaigns, critics believe that the media focuses too much on campaign strategy and not enough on the messages that the candidate is trying to get across.

Key Words:

- **constituents** – the people whom an elected official represents
- **horse race journalism** – the exciting, fast-paced reporting of a political campaign
- **incumbent** – the current holder of a political office
- **narrowcasting** – news and advertisements that are tailored to specific audiences

Unit 4 Lesson 11: Politics and Media

Objective 2: In this section, you will assess how new media has gone from broadcasting, to narrowcasting, to new media forms and how public officials have used media to their advantage.

Big Ideas: To **narrowcast** (ex. Cable tv show) allows a candidate to gather more support from people who were already receptive to his/her ideas. A traditional **broadcast** (ex. television show) creates a chance to attract a broad base of voters from many sides. Both demonstrate ways public officials can successfully use media.

New Media Election Communication Platforms

- Full-service websites
- Social media platforms to gather votes, support, donations, and volunteers
- Use **data trusts** to compile voter profiles

Effects of New Media

- Public officials use new media to inform, contact and mobilize voters
- Has opened the door to virtual third-party movements

Key Words:

- **broadcast** – the transmission of programs through television or radio
- **data trust** – the person, or entity, who manages someone’s data on their behalf
- **narrowcast** – the transmission of programs, usually through cable, to a specialized or targeted audience
- **new media** – a means of mass communication using the internet

Unit 4 Lesson 11: Politics and Media

Objective 3: In this section, you will analyze the effects of new technologies, such as data exchange, microtargeting, and the use of artificial intelligence on political messages and campaign spending.

Big Ideas: **Digital campaigning** has transformed political messaging and all aspects of campaigning. Technological advancements like **direct response ads**, **data exchanges**, **microtargeting**, and the use of **artificial intelligence** allow voters more access to the democratic processes.

Direct Response Ads Have Allowed Campaigning to Evolve

- Digital campaigning makes information about every candidate and every issue available quickly and easily.
- Political actors can use online technology to selectively target an audience.
- Politicians can obtain campaign contributions, deliver their platforms, and save money on their messaging.

Data Exchanges Save Millions of Campaign Dollars

- Saves money and can allow campaigns to spend their funds on other things, instead of duplicating each other's efforts.

Microtargeting Has Changed Political Messaging

- Messaging different people in different ways, campaigns can manipulate their messages to best resonate with individual consumers.
- Microtargeting allows parts of political platforms to be messaged using the language most appealing to each individual voter.
- Using artificial intelligence eliminates the need to continually poll individuals to understand what messaging they would respond to.

Negative Effects of Technology

- Messages can be twisted, embellished, and mismanaged to suit a small audience.
- Lies are easier to create and distribute and, even though voters have a greater ability to gather information, they may not take the time to do so.

Key Words:

- **algorithm** – the process, or set of rules to be followed, in calculations or other basic problem-solving operations, especially by a computer
- **artificial intelligence** – computer programs that perform tasks that a human could, such as decision-making
- **data exchange** – the sharing of data between interest groups, candidate campaigns, and national parties
- **digital campaigning** – the use of online media in an election campaign
- **direct response ads** – advertisements that are targeted to solicit either contact information or opinions straight from the voter
- **microtargeting** – the art of pinpointing political messages to certain populations

Quick Check:

1. Distinguish which public officials' use of media is for the purpose of disseminating government information.
 - a presidential debate
 - a town council member hosting an upcoming campaign rally
 - **a state governor announcing a program to limit the spread of COVID-19**
 - a state senate candidate talking about what policy she will help enact if elected

2. Who was the first presidential candidate to hire firms to accumulate data to drive political advertisements on the internet?
 - Lyndon B. Johnson
 - George H. W. Bush
 - William Jefferson Clinton
 - **George W. Bush**

3. What is a criticism of the media's use of race horse journalism?
 - It helped Obama to win a landslide election in 2008.
 - **People won't get accurate facts because news outlets rush to present news stories.**
 - Public officials should not use horse race journalism to report national events.
 - Media should cover more than just sporting events.

4. Assess the importance of websites to presidential elections by the year 2000.
 - Candidates had moved past the use of websites by the year 2000.
 - **All candidates had heavily text-based websites by the year 2000.**
 - Candidates did not use websites by the year 2000.
 - Candidates used television and radio entertainment shows exclusively by the year 2000.

5. Analyze the difference between direct response ads and regular political advertisements.
 - Direct response ads generally target larger groups than traditional advertisements.
 - Direct response ads are solely used to message platform ideas rather than to promote individuals as regular political ads do.
 - Direct response ads are used to get a message across, and traditional ads are used to gather contact information about a voter.
 - **Direct response ads are more specifically targeted to an individual than traditional advertisements.**