Chapter 6: Public Opinion and the Media

I. What is public opinion?
   A. Government policy often at odds with public opinion [b/c of dispersion of power]
   B. Status of the media

II. Why do we distrust the federal government?
   B. Distrust was more of officials than the system
   C. Explanations
      1. Shortcomings
      2. Increased expectations

III. The origins of political attitudes: political socialization
   A. The role of the family
   B. Effects of religion Table 6.1, p. 99
   C. Education
   D. The “gender gap” Table 6.2, p. 102

IV. Cleavages in public opinion
   A. Occupation
   B. Race/ethnicity Table 6.3, p. 103
   C. Region

V. Political ideology [Wilson’s definitions are incorrect (p. 107) – we will discuss how so in class]
   A. Definition of political ideology: a coherent & consistent set of beliefs about what ends or goals government should pursue
   B. Definition of political culture: a coherent & consistent set of beliefs about what means government should use to pursue its ends or goals — e.g., authoritarian v. constitutional government
   C. Classification schemes
      1. One-dimensional: left (liberal) v. right (conservative) [this is the way Wilson defines them]
      2. Two-dimensional: rank ordering of the three basic ends of government [this is a much better way]

<table>
<thead>
<tr>
<th>STRONG GOVERNMENT IS NEEDED TO GUARANTEE EQUALITY</th>
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<tbody>
<tr>
<td>liberals</td>
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<tr>
<td>mixed views on strong national government</td>
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<tr>
<td>because liberals favor equality &gt; freedom &gt; order</td>
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<td>populists or communitarians</td>
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<tr>
<td>because populists favor both equality and order &gt; freedom</td>
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<td>libertarians</td>
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<td>because libertarians favor freedom &gt; either equality or order</td>
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<th>GOVERNMENT SHOULD DEFER TO INDIVIDUAL FREEDOM &lt; &lt; &lt; &lt; &lt; &lt; &lt; &lt; versa vs versus &gt; &gt; &gt; &gt; &gt; &gt; &gt; &gt; &gt; STRONG GOVERNMENT IS NEEDED TO GUARANTEE ORDER</th>
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Civil Liberties
D. **Order v. freedom** [when conservatives and populists favor a strong federal government (to protect order) and liberals and libertarians favor a more limited federal government (that is constrained from abridging individual freedoms)]

1. National defense: spending, secrecy, torture, anti-war protest, flag burning, draft resistance,
2. Public morality: abortion, divorce, gay marriage, gays in the military, pornography & obscenity, alcohol & drugs, gambling
3. Separation v. accommodation of church & state
   a. State-sponsored religious devotions in public schools
   b. Creationism v. evolution in public school curriculum
   c. State-funded private religious schools – charters & vouchers
   d. Stem-cell research
4. Foreign trade [protectionist policy]
5. Immigration restrictions
6. Term limits
7. Criminal justice
   a. Limit rights of those suspected, accused, or convicted of crime
   b. Death penalty
   c. Drug suppression

E. **Equality v. freedom** [when liberals and populists favor a strong federal government (to guarantee equality) and conservatives and libertarians favor more limited federal government (that is constrained from abridging individual freedom)]

1. Public welfare (health care, social security, minimum wage)
2. Public elections (racial gerrymandering, Motor-Voter Act, spending limits & public funding)
3. Public funding of the arts
4. Speech codes
5. Environmental conservation
6. Consumer-product safety
7. Minimum wage
8. Gun control
9. Government mediation of group conflicts
   a. Race, sexual orientation, & gender (affirmative action)
   b. Labor-management (closed or union shop)

F. Problem: many controversies can be defined or perceived in more than one way

1. Civil war
   a. Abolitionist Republicans saw the issue primarily as equality -- civil rights of blacks
   b. Lincoln saw the issue primarily as order -- preserving the union
2. Government regulation of the economy
   a. Federalists, Whigs, and early Republicans saw the issue primarily as order --protecting property and contract rights and subsidizing nation building
   b. Progressive Republicans and New-Deal Democrats saw the issue primarily as equality -- providing an economic safety net

VI. The impact of the media: journalism in American history

VII. The structure of the media
    [http://library.unew.edu/web/research/topic/newspapers/index.html](http://library.unew.edu/web/research/topic/newspapers/index.html)
    A. Degree of competition
    B. The national media
    C. The Internet and the World Wide Web

VIII. Rules governing the media
    A. Freedom of the press
    B. Regulation and deregulation

IX. Government and the news
    A. Prominence of the president
    B. Coverage of congress

X. Interpreting the news [Figure 6.2, p. 114]

XI. Are news stories slanted?
    A. News leaks
    B. The influence of media opinions on opinion and politics
    C. The influence of politicians on the media