

Political Science 146: Mass Media and Public Opinion

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 - Positive attitudes towards things that provide benefits
 - E.G.: Support Democratic candidates because they give me a turkey at Thanksgiving

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- E.G.: Have positive image of Republicans in general, learn a GOP candidate is supporting a policy on immigration. Shorthand, we can guess what that candidate's position will be.

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- Persuasion most successful when gear argument/appeal towards function attitude serves (e.g., students and institutionalization of mentally ill)

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- E.G., you like someone, so you like their friend; why politicians surround themselves with flags

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 - More politically aware citizens more likely to receive messages (watch news, know civics, know political actors, debate friends)

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 - Mid-range knowledge people most likely to undergo attitude change

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- E.G.: Conservative citizen who encounters stream of liberal messages is unlikely to adopt those messages because they conflict with standing values or positions

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- This is the **sample** part of the model

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- Donations to Democratic party: Might think of all the good things the Democrats do, so it reduces the impact of the few bad things it does...Or accept the political realities that the world is unjust and unfair and we can only manage it

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- Ideology refers to beliefs about the proper role of government
- Ideology more **constrained** among those with high political knowledge and education

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- Main tenet of debate though is over economic policy and role of government

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- Constraint: People’s political attitudes are related to each other because they derive from an overarching worldview
- Elites possess constrained belief systems; the general public much less so