

**Chapter 11 Quiz****Matching**

*Match the term with the phrase that describes it.*

- |                   |                               |
|-------------------|-------------------------------|
| a. mass media     | i. testimonial                |
| b. poll           | j. lobby                      |
| c. volunteer      | k. concealed                  |
| d. propaganda     | l. public opinion             |
| e. sample         | m. political action committee |
| f. interest group | n. unrepresentative sample    |
| g. lobbyist       | o. public interest group      |
| h. revealed       |                               |

- \_\_\_\_\_ 1. Ideas used to influence people's thinking or behavior
- \_\_\_\_\_ 2. Portion of the population included in a poll
- \_\_\_\_\_ 3. Reason that the *Literary Digest* inaccurately predicted that Alfred Landon would win the presidency in 1936
- \_\_\_\_\_ 4. Sum total of opinions held concerning a particular issue
- \_\_\_\_\_ 5. Political arm of an interest group that collects voluntary contributions from members to fund political candidates and parties the interest group favors
- \_\_\_\_\_ 6. Propaganda technique that uses an endorsement from a famous person
- \_\_\_\_\_ 7. Type of propaganda presented as fact and whose source is kept secret
- \_\_\_\_\_ 8. Person paid to represent an interest group's viewpoint
- \_\_\_\_\_ 9. Type of propaganda that openly attempts to influence people
- \_\_\_\_\_ 10. Organization of people with common interests who try to influence government policies and decisions
- \_\_\_\_\_ 11. Survey taken to measure public opinion
- \_\_\_\_\_ 12. Forms of communication that transmit information to large numbers of people
- \_\_\_\_\_ 13. Organization of people that works to promote the interests of the general public rather than just one part of it
- \_\_\_\_\_ 14. Person who works without pay to help others
- \_\_\_\_\_ 15. Another term for an interest group

**Multiple Choice**

*Identify the letter of the choice that best completes the statement or answers the question.*

- \_\_\_\_\_ 16. Public opinion is the
  - a. opinion of registered voters.
  - b. opinion of all people who are eligible to vote.
  - c. total of the opinions held concerning a particular issue.
  - d. opinion of elected officials.
- \_\_\_\_\_ 17. Concealed propaganda
  - a. may be either harmless or harmful.
  - b. may not be used by political candidates.
  - c. is always used by advertisers.
  - d. is always harmful.

- \_\_\_\_\_ 18. All of the following are examples of interest groups EXCEPT
- a. the American Farm Bureau Federation.
  - b. retired citizens' groups.
  - c. teachers' associations.
  - d. political parties.
- \_\_\_\_\_ 19. Lobbyists influence government officials by doing all of the following EXCEPT
- a. testifying at committee hearings.
  - b. helping to write bills.
  - c. organizing political action committees.
  - d. asking members of Congress to sponsor bills.
- \_\_\_\_\_ 20. A political candidate who describes herself as an "ordinary, hard-working citizen" is using
- a. name-calling.
  - b. card stacking.
  - c. the bandwagon approach.
  - d. a plain-folks appeal.
- \_\_\_\_\_ 21. Concealed propaganda
- a. presents both sides of an issue.
  - b. tries to influence people without their knowledge.
  - c. is always used in television advertisements.
  - d. tries to influence people by revealing sources of information.
- \_\_\_\_\_ 22. The main reason that so few people in the United States vote is that
- a. it is not convenient for most people to get to the polls.
  - b. most people are not registered to vote.
  - c. most people believe that their votes will not make a difference.
  - d. most people do not prefer one candidate over another.
- \_\_\_\_\_ 23. A state law requiring an 11-month school year is about to be voted on by the state legislature. A citizen who wants to take the most direct action to help the bill become a law should
- a. participate in a poll.
  - b. vote against his or her representative in the next election.
  - c. join a political action committee.
  - d. telephone his or her representative.
- \_\_\_\_\_ 24. Being a well-informed citizen means
- a. thinking critically about information.
  - b. having a lot of information.
  - c. believing what you hear in the mass media.
  - d. voting in every election.
- \_\_\_\_\_ 25. When conducting a poll, it is important to
- a. have a famous person endorse the results.
  - b. select an effective lobbyist to help conduct the poll.
  - c. select a representative sample of the population being surveyed.
  - d. select an issue that interests most people.
- \_\_\_\_\_ 26. A high school civics class wants to find a way to become involved in local government. School policy prohibits the class from supporting or endorsing candidates. Therefore, the best way for the class to become involved would be to
- a. run a baby-sitting service on election day.
  - b. start a student political action committee.
  - c. work at a local party headquarters on election day.
  - d. pass out campaign literature on election day.

- \_\_\_\_\_ 27. People who criticize polls believe that most polls
- are conducted too often.
  - are conducted by unqualified people.
  - influence public opinion.
  - are not accurate.
- \_\_\_\_\_ 28. The local high school is thinking of expanding the school's parking lot. There are 800 students and 60 teachers and staff members. The most accurate measurement of opinion would be obtained by questioning
- 100 students, 3 teachers, and no staff members.
  - a random number of students, teachers, and staff members who drive to school.
  - all of the teachers and staff members who drive to school.
  - a random number of citizens who live near the school.
- \_\_\_\_\_ 29. A political candidate who accuses his or her opponent of "reckless spending" is using the
- name-calling technique.
  - glittering generality technique.
  - plain-folks appeal.
  - card-stacking technique.
- \_\_\_\_\_ 30. A political candidate has his picture taken as he trips down a stairway. His opponent reproduces this photo and makes it seem as if the candidate were tripping down the steps of the state capitol. This is an example of
- concealed propaganda.
  - representative propaganda.
  - revealed propaganda.
  - media propaganda.
- \_\_\_\_\_ 31. Two reasons for the increased influence of propaganda are
- the Propaganda Proliferation Act and the growth of mass media.
  - the end of the Cold War and the growth of mass media.
  - advances in communications technology and the growth of mass media.
  - advances in communication technology and the Propaganda Proliferation Act.
- \_\_\_\_\_ 32. Propaganda can be used
- to sway people's attitudes, opinions, and behaviors.
  - by the government in a democratic society.
  - by the government in a totalitarian society.
  - all of the above
- \_\_\_\_\_ 33. Sports figures appearing on a box of cereal is an example of which propaganda technique?
- testimonial
  - bandwagon
  - plain-folks appeal
  - glittering generalities
- \_\_\_\_\_ 34. The "glittering generalities" technique uses
- beautiful pictures to sell an idea.
  - words that sound good but have little meaning.
  - the faces of famous people to sway public opinion.
  - soothing music and subliminal messages to persuade people.
- \_\_\_\_\_ 35. When taking a public opinion poll, picking an accurate sample of the public is
- not very important.
  - moderately important.
  - essential.
  - required by law.
- \_\_\_\_\_ 36. Which of the following is a key element in an accurate poll?
- the number of people who respond "undecided"
  - the wording of the questions
  - the sample of the public taken
  - all of the above
- \_\_\_\_\_ 37. A public interest group
- represents the financial interests of a specific group.
  - focuses on a specific issue like racial equality.
  - may work to protect the environment.
  - must affiliate itself with one of the major political parties.

Name: \_\_\_\_\_

ID: A

- \_\_\_\_\_ 38. Most lobbyists are
- a. highly skilled people with a staff of research assistants.
  - b. seeking public office.
  - c. activists.
  - d. working on a volunteer basis.
- \_\_\_\_\_ 39. Lawmakers
- a. avoid lobbyists.
  - b. often appreciate the help of lobbyists.
  - c. are lobbyists.
  - d. ignore the opinions of lobbyists.
- \_\_\_\_\_ 40. The Lobbying Disclosure Act of 1995
- a. legalized the use of lobbyists.
  - b. prohibits lobbyists from using certain propaganda techniques.
  - c. tightened lobbying regulations.
  - d. set aside government funding for special interest groups.
- \_\_\_\_\_ 41. The most important opportunity for citizens to participate in government is through
- a. voting.
  - b. lobbying.
  - c. demonstrating.
  - d. reading the newspaper.
- \_\_\_\_\_ 42. To be elected, a presidential candidate must
- a. win both the popular vote and the electoral vote.
  - b. win the popular vote.
  - c. win the electoral vote.
  - d. win the popular vote in the state of Florida.
- \_\_\_\_\_ 43. In order to volunteer for a political campaign,
- a. you must be at least 16 years old.
  - b. you must make a small financial contribution to the party.
  - c. you must register with the candidate's political party.
  - d. none of the above
- \_\_\_\_\_ 44. Which of the following statements is true?
- a. It is illegal for interest groups to take part in a political campaign.
  - b. Interest groups are prohibited by law from contributing money directly to candidates.
  - c. Political action committees are fighting to ban special interest groups.
  - d. The number of PACs has decreased dramatically in recent years.
- \_\_\_\_\_ 45. If you are opposed to an increase in your city's bus fare your most effective response would likely be to
- a. refuse to ride another city bus.
  - b. write letters to local officials to explain your point of view.
  - c. move.
  - d. form a picket line at the bus stop.