

# Civics and Economics

## CE.9 Study Guide

### STANDARD CE.9A -- THE MEDIA

#### The impact of the media on public opinion and public policy

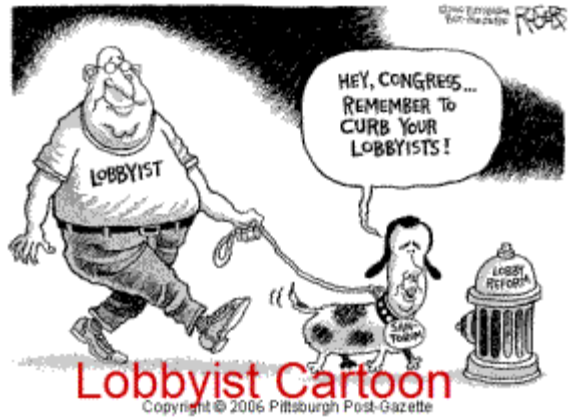
The **media** informs policymakers and influences public policy.

*What influence do the media have on public policy and policymakers?*

Ways the media play an important role in setting the public agenda

- **Focusing public attention** on selected issues
- Offering a **forum** in which opposing **viewpoints** are communicated
- Holding government officials **accountable** to the public

Government officials use the media to **communicate** with the public.



Ways **interest groups** influence public policy

- Identifying issues
- Making political **contributions**
- **Lobbying** government officials

### STANDARD CE.9C -- INTERNATIONAL IMPACT

#### The impact of international issues and events on local decision making

Local governments may be required to formulate, adopt, and implement public policies in response to international issues and events.

*Which international issues and events would require local government officials to act?*

**International issues** and events that would require policy decisions by local government officials could include the following:

- **Public health concerns** in the event of a **pandemic**
- **Public safety** in the event of an act of **terrorism**
- **Economic development policies** in response to the emerging global economy
- Policies to protect the **environment** (e.g., wildlife protection)

### STANDARD CE.9B -- INTEREST GROUPS & INFLUENCE

#### Individuals and interest groups influence public policy

**Individuals** and **interest groups** influence public policy.

*How do individuals and interest groups influence policymakers?*

Terms to know

- **lobbying**: Seeking to **influence legislators** to introduce or vote for or against a bill

Ways individuals **influence public policy**

- **Participating** in politics (voting, campaigning, seeking office)
- **Expressing opinions** (lobbying, demonstrating, writing letters)
- Joining **interest groups**