

Key Terms about Public Opinion and Political Action

You need to begin familiarizing yourself with these terms. You will be having an identification quiz at the halfway point of the Unit. Remember, the quiz has no word bank, you must know these terms.

<u>Terms</u>	
Census	Political ideology
Civil disobedience	Political participation
Conservatism	Political socialization
Demography	Protest
Exit poll	Public opinion
Gender gap	Random digit dialing
Liberalism	Random sampling
Melting pot	Reapportionment
Minority majority	Sample
Political culture	Sampling error

PUBLIC OPINION AND POLITICAL ACTION



James Karales (1930-2002), Selma-to-Montgomery March for Voting Rights in 1965.

Unit Objectives (you should be able to answer these by the time we finish the Unit)

- Understand the implications for political change of the movement toward a new *minority majority*.
- Contrast the relative positions of African Americans, Hispanic Americans, Asian Americans, and Native Americans in the American political and economic sphere.
- Identify the political implications of an increasingly elderly population.
- Describe the process of political socialization and identify the primary agents of socialization.
- Explain why an understanding of the content and dynamics of public opinion is important in evaluating the extent to which the people rule in a democracy.
- Outline the components that are essential if one wants to obtain accuracy in public opinion polling.
- Evaluate the role of polls in American democracy.
- Ascertain how the American political system works as well as it does given the lack of public knowledge about politics.
- Identify the political beliefs that are likely to be preferred by liberals and conservatives.
- Identify the activities that encompass political participation in the United States.
- Distinguish between conventional and unconventional types of political participation.
- Show how nonviolent civil disobedience was one of the most effective techniques of the civil rights movement in the American South.
- Explain what political scientists mean when they conclude that Americans are ideological conservatives but operational liberals.