

Individuals, interest groups, and the media influence public policy.

Ways individuals influence public policy:

**Participating in politics
(voting, campaigning)**

**Expressing opinions
(lobbying,
demonstrating, writing
letters)**

Joining interest groups

Ways interest groups influence public policy:

Identifying issues

**Making political
contributions**

**Lobbying government
officials**

Ways the media influences public policy:

**Giving selective attention
to issues**

**Shaping public opinion by
influencing attitudes and
beliefs**

**Providing information to
policy-makers**

The student will demonstrate knowledge of the process by which public policy is made by
d) describing how individuals, interest groups, and the media influence public policy.