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## Interest Groups and the Media

### Question 1

Interest group refers to any organization that pursue to impact public policy. Interest groups may be similar to political parties, but they present several differences. Political parties and interest groups try to bring government and citizens together. Political parties address issues covering a broader range, unlike interest groups whose concentration is on policies that affect interests directly. Interest groups make contributions to elections and lobby public officials to seek interest. Also, they seek to influence through outside lobbying such by bringing public pressure on policymakers[ CITATION Ber15 \l 1033 ].

### Question 2

The main objective of the economic group is to gain profit in the event they influence policy. Groups of professionals, firms, labor as well as business forms an economic group. However, citizen groups are the individuals interested in worthy goal or cause[ CITATION Ber10 \l 1033 ]. Therefore, they will influence anything related to it. For instance, groups that feed the less fortunate or conserve the ecosystem are regarded as citizen groups. Union dues, fundraising, and corporate donation are the main sources of fund for the economic group while dues and donation are the main sources of income to the citizen groups.

### Question 3

The involvement of the policymakers in the lobbying effort is directed especially to those that offer group support. Lobbyist occurs to the three arms of the government. Outside lobbying occurs when policymakers receive the pressure from the public due to the group influence. When a group member establishes a congress contact and presents how he/she has gained people support and aims to be covered in the news media is a major tactic used in outside lobbying. PAC contribution is an example of outside lobbying that affects the election[ CITATION Mah07 \l 1033 ].

#### Question 4

Both PACs and super PACs finances the interest groups. PACs has made the substantial influence on elections since 1940. PACs has no restriction on the number of candidates it can contribute, but laws limit the amount of money they can give each candidate. PACs can only give \$15,000 per political party and can only contribute \$5000 per candidate in a single election. Since the 2010 FEC ruling, super PACs have no ceiling on their contributions to political parties; they are only not allowed to coordinate activities with candidates. Critics argue that super PACs give interest groups and wealthy individuals more influence over policies and elections. Others claim that super PACs gives voters more information. The biggest weakness of super PACs and PACs is that they concentrate on their interests more than the public interest[ CITATION Smi12 \l 1033 ].

#### Question 5

Pluralism refers to a situation where there are different interest groups in a democratic politics which the greater good is achieved as a result of counterbalance. According to President James Madison, interest groups are essential for a healthy democracy. Also, it can be viewed as a

counter-productive government. A government that equates the lobbying interest to the general public has no public interest according to the political scientist called Theodore. The representative nature of the group system is a flaw in pluralism[ CITATION Ber15 \l 1033 ].

#### Question 6

News began as a project funded by the government to print contracts and official documents. Telegrams enabled news to travel to different locations during early 1800's which caused the substitution of opinion commentary for news by newspapers. Newspapers became easier to publish and cheaper due to the power-driven press invention. The government funding of newspaper stopped when revenue collected from advertisement increased as a result of the rise in circulation. Many radio station that broadcasted all over the US existed by 1920. The radio stations enabled people to easily listen to news hence reducing reliance on newspapers for news. The television later came, and by 1950, most of the Americans possessed TV. The restriction was made when the FCC made prohibited TV stations from broadcasting in favor of any party hence. The law was later changed based on the reason that cable TV makes enough coverage and access. Today, broadcast channels share news through news report while cable TV focuses on interviews and opinions. Americans can access news through radio, newspapers, TV, and internet today. The citizens need to be informed and attentive to enable them to use facts and research in the election of the officials[ CITATION Vol10 \l 1033 ].

#### Question 7

Agenda setting ensures only important issues are aired by the media since they are powerful media influencer. Salient issues concerns and public awareness are the fundamentals of the agenda settings. Usually, realities are not portrayed in media since the news are