HISTORY AND SOCIAL SCIENCE STANDARDS OF LEARNING
CURRICULUM FRAMEWORK 2015 (NEW)
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Civics and Economics CE.10 Study Guide

STANDARD CE.10A
-- THE MEDIA

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

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

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.

Strategies for evaluating media

- Separating fact from opinion

- Detecting bias

- Evaluating sources

- Identifying propaganda

STANDARD CE.10B
-- INTEREST GROUPS & INFLUENCE

Individuals and interest groups influence public policy.

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

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

Individuals can **influence public policy by**
- **participating** in politics (e.g., voting, campaigning, seeking office)
- joining **interest groups**

Individuals and interest groups influence public policy by
- Identifying issues
- Making political **contributions**
- **Lobbying** government officials
- Expressing **opinions** (e.g., through lobbying, demonstrating, writing letters or e-mail, using social media).

STANDARD CE.10C
-- 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.

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)