Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Project -Date Due: 12/7/12  
 Paper- Date Due: 12/10/12

**Honors Civics and Government  
  
Project: Media and Interest Groups**

**Understanding:** Interest groups, also known as lobbying groups or special interests, play a significant part in American politics. They represent the interests or groups of everyday citizens as well as large multi-national corporations. Interest groups may be effective because they can combine the motivation, energy and financial resources of many. Interest groups intend to influence public policy to either prevent legislation or to encourage legislation.

Interest groups perform various functions but most importantly they attempt to influence government. The purpose of this project is to focus on several interest groups so we can learn what they are, what they represent and how they operate.

Propaganda is a form of communication that is aimed at persuading or influencing a group of people (society, country, etc) to support an idea. There are various types of propaganda including: appeal to authority, bandwagon, testimonial, plain folks, transfer, fear, glittering generalities, and name-calling.

Interest groups use propaganda to promote their issue and to influence the public agenda and public opinion.

**Learning Essential Questions:**

* What is the place of media and public opinion in democracy?
* What roles do interest groups play in our political system?
* What are the different types of interest groups at work in American society and politics?
* In what ways do interest groups attempt to influence government and public opinion?

**Task:**

**Part I** Create a propaganda DVD, videoclip, or poster representing an interest group within American politics.

Choose one of the types of propaganda and create a media advertisement for your interest group. Present your project to the class.

**Part II Research paper**

1. Typed paper – typical margins, size 12 font
2. 2 to 4 pages plus cover page
3. Sources – You must include a minimum of 4 sources
4. Answer the following questions in your paper

The paper must answer **all** of the following questions:

* What is your interest group?
* Where is the interest group based?
* Who is the current President/leaders of the group?
* When, where and why was it founded?
* What is the purpose or issue of your interest group?
* How many members does your interest group have?
* What does the interest group do for its members (member services)?
* What issues does it support? How does it justify (defend) that position?
* What issues does it oppose? How does it justify (defend) that position?
* What legislation has it supported and opposed in recent years?
* What presidential candidates has it endorsed, if any?
* What presidential candidates has it donated money to?
* Optional: Note any fun facts about your interest group