**Interest Groups-** Private organizations whose members share certain views and objectives with the ultimate goal of shaping public policy.

**Mandate-** The instructions or commands an elected official is given by their constituency.

**Mass Media-** The means of communication designed to reach a large, widely dispersed audience simultaneously.

**Medium-** A means of communication in which information is transferred to the public ex. TV or radio

**Public Agenda-** The political/societal problems the nation’s political leaders and the general public agree needs government attention.

**Public Opinion-** The attitude held by a specific number of people regarding government and politics.

**Quota Sample-** A sample deliberately constructed to reflect a particular segment of the population.

**Random Sample-**A sample or survey comprised of randomly selected people with the belief that anyone has the opportunity to be interviewed.

**Sound Bites-** Sharply focused, snappy audio clips from a candidate typically lasting thirty to forty-five seconds.

**Straw Vote-** Polls designed to gage public opinion by asking the same question to a large group of people and analyzing the results.