

POLITICAL SOCIALIZATION

ONGOING, LIFE-LONG PROCESS ACQUISTION OF INFORMATION, BELIEFS, **ATTITUDES, AND VALUES**

POLITICAL SOCIALIZATION HELPS US COMPREHEND THE POLITICAL SYSTEM • HELPS US LEARN TO BE **CITIZENS (MEMBERS OF A POLITICAL SOCIETY)**

AGENTS OF SOCIALIZATION **E & INSTITUTIONS** EOPL WE COME IN CONTACT WITH TINFLUENCE BELIEFS



AGENT #1-THE FAMILY HOW DOES FAMILY INFLUENCE OUR **BELIEFS?**



FAMILY HAS **STRONGEST** INFLUENCE ON PARTY I.D.

AGENT #2- SCHOOLS & EDUCATION HOW DOES THE EDUCATION WE RECEIVE IMPACT ON OUR POLITICAL VIEWS?

STUDIES SHOW THE MORE FORMAL EDUCATION ONE RECEIVES, THE MORE KNOWLEDGE OF ISSUES AND EVENTS, THE MORE LIKELY TO PARTICIPATE

AGENT #3- RELIGION

HOW DOES RELIGIOUS DOCTRINE IMPACT ON OUR POLITICAL VIEWS?

SOCIAL STATUS THEORY CATHOLICS & JEWS ORIGINALLY POOR & DISCRIMINATED, ATTACHED TO MORE LIBERAL SOCIAL DOCTRINE

RELIGIOUS TRADITION CONTENT THEORY ISSUE OF PERSONAL SALVATION V. SOCIAL JUSTICE MAKES SOME **GROUPS MORE** LIBERAL/CONSERVATIVE **THAN OTHERS**

AGENT #4- PEERS

DO YOU & YOUR FRIENDS DISCUSS ISSUES?

STUDIES SHOW WHEN PEERS ENGAGE IN POLITICAL DISCUSSION, **POLITICAL ATTITUDES ARE** FORMED AND SOLIDIFIED





AGENT #5-MASS MEDIA

OCBSNEWS.com



-MOST GET INFORMATION FROM TELEVISION

PEOPLE TEND TO **GRAVITATE TOWARDS** MEDIA THAT MATCHES THEIR VIEWS (SELECTIVE ATTENTION)

AGENT #6-SECONDARY GROUPS





- PEOPLE ARE **ATTRACTED** TO GROUPS WITH SIMILAR VIEWS - GROUPS SUPPORT AND **STRENGTHEN PARTY I.D.** -GROUPS HELP INSPIRE **POLITICAL PARTICIPATION**

AGENT #7- SOCIO-ECONOMIC STATUS

ARE THE VIEWS OF POOR AND AFFLUENT DIFFERENT?

DEPENDING ON THE ISSUE, POOR & AFFLUENT WILL DIFFER **ECONOMIC POLICY? FOREIGN POLICY?**

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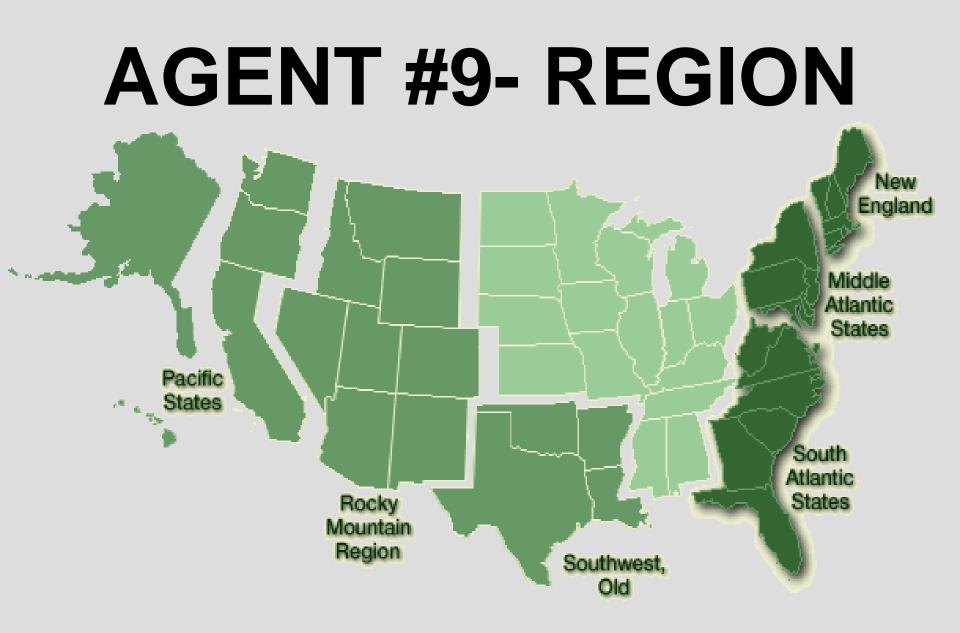


MORACE CENDERC



	Total population	% of population
Total population	281,421,906	100.0%
White	211,460,626	75.1
Black or African American	34,658,190	12.3
American Indian and Alaska Native	2,475,956	0.9
Asian	10,242,998	3.6
Native Hawaiian and other Pacific Islander	398,835	0.1%
Some other race	15,359,073	5.5
Two or more races	6,826,228	2.4
Hispanic or Latino	35,305,818	12.5

AFRICAN AMERICANS OVERWHELMINGLY DEMOCRAT ASIAN AMERICANS **IDENTIFY MORE WITH** REPUBLICANS LATINOS MORE DEMOCRATIC



SOUTH TRADITIONALLY MORE CONSERVATIVE, ANTI-ORGANIZED LABOR, LOWER VOTER TURNOUT WHITE SOUTHERNERS LESS ATTACHED TO DEMOCRATIC PARTY THAN THEY USED TO

AGENT #10-EVENTS



PEOPLE FORM OPINIONS **BASED ON WAY EVENTS** ARE COMMUNICATED AND COVERED BY MEDIA

HOW GOVT. RESPONDS ALSO HAS A BIG INFLUENCE