

### TEXT SUMMARY

Interest groups reach out to the public for three purposes. First, they supply the public with information in an effort to gain support for their causes. Second, they work to build positive images for their groups. Third, they promote the public policies they favor.

To achieve their goals, interest groups often use **propaganda**—a technique of persuasion aimed at influencing individual or group behaviors to create certain beliefs. These beliefs may be true, false, or partly true.

Interest groups recognize the role of political parties in selecting policy-makers and thus try to influence their behavior. Some interest groups form political action committees (PACs) to raise campaign

funds for candidates whom they think will further their goals.

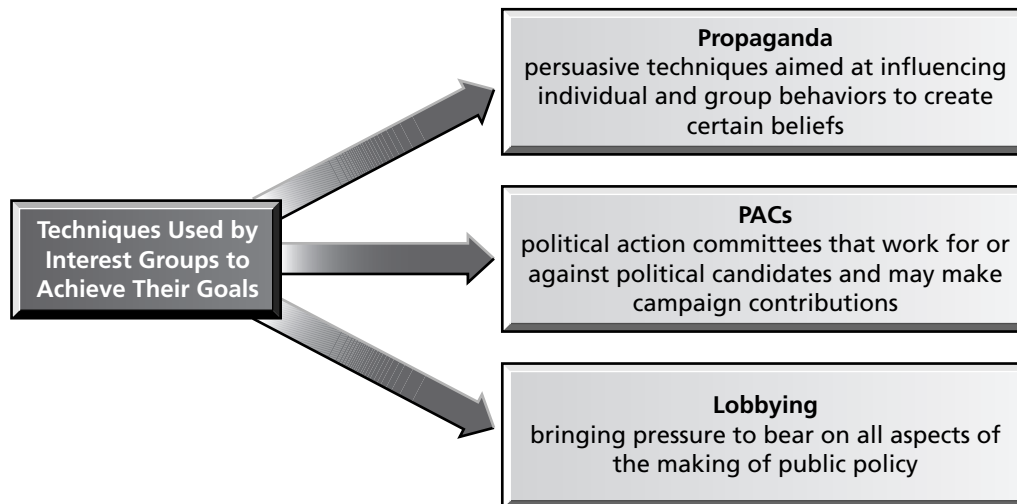
**Single-interest groups** are PACs that concentrate their efforts on one issue. They work for or against a political candidate based only on his or her stand on that one issue.

Interest groups may engage in **lobbying**, or bringing group pressure to bear on all aspects of the making of public policy. Lobbyists, or agents for interest groups, use many techniques in their work, including **grass roots** pressure, or organized pressure from the average voters. To prevent corruption, federal and State laws regulate lobbyists' activities.

### THE BIG IDEA

Interest groups use propaganda, form political action committees, and engage lobbyists in order to influence public policy.

### GRAPHIC SUMMARY: Techniques Used by Interest Groups



Interest groups use various techniques to influence public opinion, political parties, and the making of public policy.

### REVIEW QUESTIONS

1. How do single-interest groups decide whether or not to support a political candidate?
2. **Diagram Skills** On what process does lobbying put pressure?