How do citizens formulate their orientations toward public policies and political issues? In other words, do people

respond to political controversies on the basis of self-interest, rational benefit/cost calculations, emotional reactions,

long-term predispositions, or what? And, what is the “quality” of the resultant issue attitudes? That is, are mass

preferences well-formed, consistent, reasoned judgments? Or, are they shallow, disorganized, and fragmentary

reactions to superficial messages from the “political world?”

Requirements:

• This paper should be at least 4 pages in length, double-spaced, and 12-point font (Times New Roman, preferably),

and should have one-inch margins. Also use sub-headings for each section.

• Your response to this question should thoroughly cite from the assigned chapters in the book. For the purposes of

this paper, cite the text in the following way:

o According to Mayhew, “Congress is xxxxxxxxxxxxxx” (chapter XX, pg. XX).

Use the sources below:

The American Political System by Ken Kollman 3rd Edition

Readings in American Politics: Analysis and Perspectives by Ken Kollman 5th Edition