

**THE LASSWELL MODEL: "WHAT IS POLITICS?"**



- INDIVIDUALS**
  - Candidates
  - Officeholders
  - Supporters
  - Voters
- GROUPS (DEMOGRAPHICS)**
  - Affluent/Poor
  - Whites/Blacks/Hispanics/Asian
  - Elderly/Young
  - Working Class/Labor/Business
  - Blue Collar/White Collar
  - Men/Women
  - Farmers/Bankers/Real Estate
  - Construction/Sales
  - Catholics/Protestants/Jews
  - Northerners/Southerners
  - Liberals/Conservatives
- ORGANIZATIONS (FACTIONS)**
  - AFL-CIO
  - AARP
  - ACLU
  - NRA
  - DNC

- BROADLY: ADVANTAGES FOR ONESELF OR FOR ONE'S GROUP AT THE EXPENSE OF OTHER INDIVIDUALS AND/OR GROUPS (WINNERS & LOSERS)**
  - Deference
  - Prestige
  - Recognition
  - Influence
  - Access
  - Jobs
  - Contracts
  - Public Policy
  - Justice
  - Status Quo

**WHEN**  
Immediately  
Later

- Platforms
- Campaigns
- Speeches
- Rallies
- Public relations
- Media exposure
- Registration
- Voting
- Campaign Finance
- Lobbying
- Grass Roots Politics
- Coalition Building
- Compromise
- Logrolling
- Intimidation
- Rewards
- Sanctions
- Bribery
- Violence
- Expanding the conflict