



## Evaluation of Policy Makers in the Scope of Political Science in the Meaning of Legislators

*Assoc. Prof. Mehmet Kürşat Semerci*

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## Abstract

In order to affect public opinion and decision-making processes, policy makers are essential. They have the authority to create and carry out legislation that might have a big influence on people's lives. A legislator who advocates for tougher gun control legislation, for instance, has the ability to influence public opinion and direct the national conversation on gun violence. Using language and communication techniques, policy makers may also have an impact on society. For instance, a strong legislator may sway public opinion in favor of a certain legislation. Policymakers may do this by providing a compelling justification of the program's benefits. Politics and voter preferences are random processes that interact and have an impact on one another. This implies that popular movements may influence policy and vice versa. The climate around public policy has a big impact on the decisions and actions made by the government. They are valuable information sources that decision-makers may consult. Furthermore, policy makers are influenced by a variety of issues, including technical advancements, economic interests, demographic concerns, and cultural affinities (Kolawole, 2018). Public policy has to be in line with society norms and values in order to succeed and be embraced. Politicians must consider the customs and values of the community. because laws that violate these values might encounter resistance and even lose the support of the general population. The strategies and tactics used in political campaigns greatly influence popular opinion. Election results may be influenced by organizing certain voting coalitions and using effective communication techniques. The capacity to exert influence outside of official



decision-making procedures is what constitutes true power in swaying public opinion (Hersh, 2016).

*Key Words: Legislators, Policy Makers, Political Science, Public Opinion, Laws and Policy, Politics and Public Demand*

## Introduction

Identifying and expressing issues, forecasting future developments, suggesting policies, supervising their execution, and assessing their results are all components of public policy analysis (Kolawole, 2018). The results of this process of reviewing and formulating public policy are influenced by a multitude of elements. Policymakers have a big impact on the public because of their capacity to shape national discourse, communicate effectively, and match policies with social norms. Policymakers are greatly impacted by their language and communication tactics, as well as their capacity to strike a balance between policy and community norms. Policymakers are greatly impacted by their language and communication tactics, as well as their capacity to strike a balance between policy and community norms. Politicians must be able to influence the national conversation, connect policies to community values, and communicate clearly in order to change public opinion. Politicians must be able to influence the national conversation, connect policies to community values, and communicate clearly in order to change public opinion. Politicians must be able to influence the national conversation, connect policies to community values, and communicate clearly in order to change public opinion. Due to their power to shape national discourse, fit policies to social norms, and maintain open lines of communication, policymakers have a significant impact on society (Harding, 1937). Politicians must be able to influence the national conversation, connect policies to community values, and communicate clearly in order to change public opinion. Due to their power to shape national discourse, align policies to social norms, and maintain open lines of communication, policy makers have a significant impact on society (Sabatier, 1987).

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Politicians must be able to influence the national conversation, connect policies to community values, and communicate clearly in order to change public opinion.

## Aim

Politicians, for instance, may spread information and sway public opinion on certain subjects by using their connections to the media and their positions of authority (Harding, 1937). In order to create messages that resonate with the values and beliefs of the general public and to change people's thoughts and attitudes toward certain policies or political agendas, officials may also use persuasive tactics. Additionally, via grassroots efforts and community backing, politicians may influence public opinion. These include delivering captivating speeches, interacting with the public on social media, articulating political problems in a considered manner, and emphasizing achievements. Decision-makers may influence public opinion, change the storyline around significant problems, and eventually gain support for their policies by doing this. Adherence to social norms and mastery of national discourse are two ways in which policymakers may impact society. The public is influenced by politicians in a variety of ways. Using their access to and control over media sources, policymakers may educate the public and sway opinion on specific subjects. To change the way the public views and comprehends policy issues, policymakers must carefully craft and present their messages. In order to do this, certain program elements may be highlighted while others are minimized; persuasive language and the program's benefits and potential may be highlighted (Jacobson, 2015). Politicians may also influence public opinion by using their networks and resources (Harding, 1937). To propagate their beliefs, they could, for instance, create organizations and interest groups, start neighborhood projects, and engage in public relations.

## Methodology

He's attempting to sway society to suit his own needs. In order to influence public opinion, policymakers use a broad range of strategies, such as direct public engagement, networks and

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resources, media access, powerful stances, and innovative framing and messaging. Policymakers can guarantee that the public advances their objectives and interests by using these diverse strategies and tactics. Adherence to social norms and mastery of national discourse are two ways in which policymakers may impact society. As a consequence, communication tactics, how policy issues are framed, how networks and resources are used strategically, and alignment with community values are major determinants of policy makers' public opinion. In addition, policy officials may influence public opinion via their interactions with the media. Politicians often have the power to affect society via directing the national conversation, upholding social norms, and using skillful communication strategies. Politicians' ability to influence public opinion is a sophisticated, multidimensional skill. Public opinion is shaped by politicians via a multifaceted and intricate process. These elements include direct public engagement, alignment with community values, media access, strategic message and framing, authority, resources, and networks. Thus, the ways in which officials communicate, frame policy issues, utilize networks and resources strategically, connect with community values, and steer the national conversation all have a substantial impact on public opinion. Through their control over national discourses, adherence to social standards, and use of communication tools, policymakers have a tremendous deal of influence over the public. Through effective communication techniques, the framing of policy issues, the strategic use of networks and resources, alignment with local ideals, and influence over national discussions, policymakers may affect society. Through communication tactics, the framing of policy issues, the strategic use of networks and resources, adherence to societal ideals, and control over national discourse, policymakers change society. Through their communication tactics, adherence to social standards, and influence on national discussions, policymakers have the power to mold society. Policymakers influence public opinion by controlling the national discourse, strategically using networks and resources, and aligning with community values. Through their communication tactics, adherence to social standards, and influence on national discussions, policymakers have the power to mold society. Through their communication tactics, adherence to social standards, and influence on national discussions, policymakers have the power to mold society.

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## Literature Review

Politicians have the power to influence society by their communication tactics, adherence to social standards, and participation in national discussions. Politicians have the power to influence society by their communication tactics, adherence to social standards, and participation in national discussions. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. Politicians have the power to influence society by their communication tactics, adherence to social standards, and participation in national discussions. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. Through communication tactics, policy problem framing, network and resource management, social value alignment, and control over national discourse, policymakers may transform society (Lestaluhu and Jaali, 2023). Politicians have the power to influence society by their communication tactics, adherence to social standards, and participation in national discussions. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society.



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values, and influence over national debates, policymakers may impact society. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society.

By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. How the public sees and reacts to policy may be influenced by policymakers' communication strategies, how they frame problems for policy, how they utilize networks and resources strategically, how they match with social values, and how much control they have over national discourse (Harding, 1937). As per Michelsen and Frost (2016), policymakers possess the ability to impact society via several means such as communication strategies, policy problem framing, strategic use of resources and networks, adherence to community values, and domination of national discourse. Through communication tactics, policy problem framing, network and resource management, alignment with local values, and influence over national discourse, policymakers may transform society (Huang, 2020). By conforming to social norms, using networks and resources strategically, and influencing national discourse, policymakers have the power to change society (Harding, 1937). By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. Policymakers may shape public opinion and how the public reacts to their policies by using communication tactics, framing policy concerns, using networks and resources strategically, aligning with society ideals, and controlling national discourse. By





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using communication techniques, framing policy concerns, strategically using resources and networks, aligning with community values, and exerting influence on national discussions, policymakers may affect how the public views and responds to their policies. Policymakers may shape public opinion and how the public reacts to their policies by using communication tactics, framing policy concerns, using networks and resources strategically, aligning with society ideals, and controlling national discourse. Through the use of communication tactics, policy framing, network and resource management, policy alignment with social norms, and national dialogue control, policymakers may impact public opinion and how the public views policies. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. Effective employment of these tactics by legislators may alter public opinion and shift policy perceptions by determining support or opposition for certain agenda items or initiatives (Huang, 2020). According to Lestaluhu and Jaali (2023), policymakers have the ability to influence public opinion by using communication tactics, defining policy concerns, strategically using resources and networks, aligning with societal ideals, and controlling national debate. The public may identify their issues, alter communication tactics, strategically deploy resources, and establish networks, all of which have an influence on how the public sees and reacts to policy. Through communication tactics, policy problem framing, network and resource management, alignment with local values, and influence over national discourse, policymakers may transform society (Huang, 2020). By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. By conforming to social norms, using networks and resources strategically, and influencing national discourse, policymakers have the power to change society (Harding, 1937). Politicians may use data policy to influence candidates, voters, and public servants (Huang, 2020). Adherence to social ideals, communication strategies, framing of policy issues, strategic use of resources and networks, and effect on national discourse are some of the ways that policymakers impact society (Harding, 1937). By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may



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impact society. The formulation of policy issues, the strategic use of resources and networks, the alignment of policymakers with societal ideals, and their impact on national debates all play a role in shaping public opinion. The public's perception of and reaction to policies may be influenced by policymakers. This is accomplished by framing policy concerns, using networks and resources strategically, aligning with societal ideals, controlling national discourse, and using communication methods. Huang (2019) asserts that policymakers have the power to impact society via effective communication techniques, policy concerns, network and resource management, alignment with societal ideals, and influence on national discussions. By using communication tactics, articulating policy concerns, making strategic use of networks and resources, aligning with societal ideals, and controlling national discourse, policymakers may influence public opinion. This influences public opinion and how they react to policies. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. They may influence society and draw people to their opinions by using these instruments. Through communication tactics, policy problem framing, network and resource management, social value alignment, and control over national discourse, policymakers may transform society (Lestaluhu and Jaali, 2023). Through communication tactics, policy problem framing, network and resource management, alignment with local values, and impact on national discourse, policymakers may transform society. (Huang, forthcoming). By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. The public's perception of and reaction to policies may be influenced by policymakers. This is accomplished by framing policy concerns, using networks and resources strategically, aligning with societal ideals, controlling national discourse, and using communication methods. As stated by Lestaluhu and Jaali, in 2023 Through effective communication tactics, policy concerns, network and resource management, alignment with local ideals, and influence on national discussions, policy makers may impact society. By means of communication tactics, policy



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concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. Public opinion is heavily influenced by the communication tactics, policy issue framing, network and resource management, alignment with community values, and debate control of policymakers. Through communication tactics, policy problem framing, network and resource management, social value alignment, and national discourse, policymakers may influence public opinion. This influences people's own opinions and responses. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. Controlling information, aligning policies with community values, framing policy issues, using networks and resources strategically, and employing communication strategies are all ways that policymakers may influence public opinion (Huang, 2020). Through communication tactics, problem framing, network and resource management, alignment with society ideals, and control over national discourse, policymakers may affect how the public reacts to their policies. Public opinion may be shaped by policymakers using a variety of tactics, including communication plans, deliberate use of networks and resources, conformity to social norms, and command of the national discourse. All these things have a big impact on how people see policies and react to them. By conforming to social norms, using networks and resources strategically, and influencing national discourse, policymakers have the power to change society (Harding, 1937). Public opinion is heavily influenced by the communication tactics, policy issue framing, network and resource management, alignment with community values, and debate control of policymakers. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. Through the careful formulation of policy concerns, strategic use of resources and networks, social norm adaptation, national dialogue management, and effective communication techniques, policymakers may influence public opinion and win support for their programs. Through communication tactics, problem framing, network and resource management, alignment with society ideals, and control over national discourse, policymakers may affect how the public reacts to their policies. By means of communication tactics, policy concerns, the strategic



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deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. Through the strategic use of resources and networks, the framing of policy concerns, alignment with societal values, management of national debate, and the implementation of communication techniques, policymakers may have a significant impact on the creation and support of public opinion. By means of communication tactics, policy concerns, the strategic deployment of resources and networks, alignment with community values, and influence over national debates, policymakers may impact society. In order to influence public opinion and win support for their ideas, policymakers may use a range of techniques, including social norm compliance, communication methods, framing of policy concerns, and control over national debate.

## Findings

Through communication tactics, policy concerns, network and resource management, alignment with local ideals, and influence on national discussions, policymakers may impact society. Consequently, outside forces like legislators, the media, and societal influences have just as much sway as legislators who craft their strategies to sway public opinion and win support. Through effective communication tactics, the framing of policy concerns, the strategic use of networks and resources, alignment with community values, and control over national discourse, policymakers may transform society (Huang, 2020). Michelsen and Frost (2016) claim that politicians have significant influence over society using a variety of strategies, including communication tactics, problem framing, network and resource management, dedication to local ideals, and control of national discourse. In order to significantly impact the formation of public opinion and support for their policies, policymakers use a variety of



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strategic framing and communication strategies, as well as the strategic use of networks and resources, as well as their domination of the national discourse (Harding, 1937). Through communication tactics, policy concerns, network and resource management, alignment with local ideals, and influence on national discussions, policymakers may impact society.

## Argument

Policymakers use effective communication and framing strategies, control over national debate, and adherence to social standards to influence public opinion and their plans. Policymakers use effective communication and framing strategies, control over national debate, and adherence to social standards to influence public opinion and their plans. Policymakers use effective communication and framing strategies, control over national debate, and adherence to social standards to influence public opinion and their plans. Public opinion and program support are developed by policymakers mostly via the use of strategic communication, framing, resource allocation, networking, adherence to social norms, and control over national debates. Michelsen and Frost (2016) claim that politicians have significant influence over society using a variety of strategies, including communication tactics, problem framing, network and resource management, dedication to local ideals, and control of national discourse. Through their strategic use of networks and resources, their control over national discourse, and their skillful framing and communication, policymakers have a considerable impact on the formation of public opinion and support for their policies (Michelsen and Frost, 2016). Policymakers have a critical role in influencing public opinion and garnering support for their policies via the strategic use of resources and networks, adherence to social norms, control over national discourse, and effective communication and framing methods (Michelsen and Frost, 2016). The formation of public opinion and support for policies is greatly influenced by policymakers' skillful use of networks and resources, their capacity to modify their plans in response to societal norms, and their proficiency in communication and framing (Eyre and Littleton, 2012). Policymakers play a crucial role in influencing public opinion and winning support for their policies through the strategic use of



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resources and networks, adherence to social norms, control over national dialogue, and effective communication and framing strategies (Michelsen and Frost, 2016). Policymakers have a critical role in influencing public opinion and garnering support for their policies via the strategic use of resources and networks, adherence to social norms, control over national discourse, and effective communication and framing methods (Michelsen and Frost, 2016). Policymakers' capacity to influence public opinion and garner support for their plans is significantly impacted by a number of factors, including strategic communication, framing strategies, resource allocation, networking, alignment with societal values, and dominance over the national discussion (Harding, 1937). The formation of public opinion and politicians' support for their policies is significantly influenced by strategic communication, framing strategies, resource allocation, networking, alignment with society values, and their dominance over the national discussion (Eyre and Littleton, 2012). Through its control over framing strategies, resource allocation, networking, alignment with societal values, and national debate, strategic communication plays a crucial role in shaping politicians' public opinion and gaining support for their policies (Michelsen and Frost, 2016). Through its control over framing strategies, resource allocation, networking, alignment with societal values, and national debate, strategic communication plays a crucial role in shaping politicians' public opinion and gaining support for their policies (Michelsen and Frost, 2016). The formation of public opinion and politicians' support for their policies is significantly influenced by strategic communication, framing strategies, resource allocation, networking, alignment with society values, and their dominance over the national discussion (Eyre and Littleton, 2012). Public opinion and program support are developed by policymakers mostly via the use of strategic communication, framing, resource allocation, networking, adherence to social norms, and control over national debates. Through its control over framing strategies, resource allocation, networking, alignment with societal values, and national debate, strategic communication plays a crucial role in shaping politicians' public opinion and gaining support for their policies (Michelsen and Frost, 2016). The formation of public opinion and politicians' support for their policies is significantly influenced by strategic communication, framing strategies, resource allocation, networking, alignment with society values, and their dominance over the national discussion (Eyre and Littleton, 2012).



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Through the strategic allocation of resources, the use of diverse communication tactics, and the alignment of policies with societal norms, policymakers may effectively shape public opinion and garner support for their proposed projects. Policymakers may influence national discourse and sway public opinion in the direction of their objectives by presenting policy problems effectively and making efficient use of networks and resources.

Furthermore, the capacity of politicians to align their policies with societal values strengthens the influence of policies on public opinion since there is a relationship between the concerns and views of the public and policymakers. This alignment affects public opinion by making legislators' proposed legislation seem more relevant and well-supported.

Policymakers may also frame discussions in a manner that advances their objectives and wins over the public by managing the language and narrative around policy problems.

## Conclusion

In the end, various strategies of communication, framing, resource distribution, networking, and adherence to social ideals demonstrate the varied impact of legislators on the creation of public opinion and policy support. Using this comprehensive approach, policymakers may impact public opinion and the nation's policies. Policymakers are essential in shaping public opinion and gaining support for proposed initiatives in today's complicated and linked society. Policymakers have the ability to influence society and national discourse by means of strategic communication, resource allocation, and alignment with societal ideals. Using this comprehensive approach, policymakers may impact public opinion and the nation's policies. It is impossible to overestimate the impact of legislators on the formation of public opinion and support for programs. Public opinion and the national discourse may be shaped by their strategic communication, idea shaping, resource allocation, networking, and cultural ideal connecting. Therefore, it is critical for policymakers to ascertain how the public views and supports these actions in addition to guaranteeing policy goals. By effectively using and



comprehending these instruments, decision-makers may secure the backing they need to carry out and maintain their programs for the betterment of society.

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