

**Influence of the Media– *Interactive Notes***

Name: \_\_\_\_\_

1. Do you believe that the media helps or hurts our democracy? Why?

2. Vocabulary

Media Events:

Sound Bites:

Horse-Race Coverage:

Advertising:

3. Media can effect public policy by...

4. Sources of Media:

Print media: \_\_\_\_\_

Broadcast media: \_\_\_\_\_

Internet: \_\_\_\_\_

5. Describe the 3 roles of the free press in a democracy:

1. Watchdog Function

2. Setting the Public Agenda

3. Supports the Free Exchange of Idea & Opinions

6. How do politicians use each of the following techniques to influence the media?

Staging:

Spinning:

Leaking:

7. Define media bias

8. Explain 2 reasons why some media outlets may show bias in their reporting.

1.

2.

9. Society today has access to more information than ever before. Yet, as a society we are less informed about policy issues. Why do you think that is?

10. Class discussion: Do you agree with John Stewart that the media is not doing their job, or do you believe that the media is doing a good job of informing the public about political events that affect them? Why do you feel this way?

11. Class Discussion: What are the benefits and drawbacks to the increasing influence of mass media?