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| Class Notes / PowerPoint Presentation / Textbook Notes  Mr. Kay’s  American Government Class  Name:  Class:  Period:  Date: 11/29/12  Chapter 8 Section 3: | |
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| *Questions/Main Ideas:* | Chapter 8: Mass Media and Public Opinion Section 3 |
| *Objectives* | 1. Examine the role of the mass media in providing the public with political information. 2. Explain how the mass media influence politics. 3. Understand the factors that limit the influence of the media. |
| Key Terms |  |
| **medium:** | A means of communication |
| **Weblog:** | Web site postings usually devoted to a specific subject, like politics |
| **public agenda:** | the societal problems that the nation’s political leaders and the general public agree need government attention |
| **sound bite:** | short, focused reports that can be aired in about 30-45 seconds |
| *Introduction* | How has the development of different media helped inform the public about politics? |
| The Role of Mass Media | The mass media includes methods of communication that reach large audiences simultaneously. |
| The Role of Mass Media, cont. |  |
| Television |  |
| Television, cont. |  | |
| Newspapers | Newspapers were the main news source in the colonies and early nation. | |
| Newspapers, cont. | Today more than 10,000 newspapers are published in the United States. | |
| Radio |  | |
| Magazines |  | |
| The Internet |  | |
| The Internet, cont. | Most newspapers, magazines, and television stations maintain Web sites, usually with free content. | |
| Media and Public Opinion | The media plays a large role in shaping the public agenda*,* the social problems that leaders and the public focus upon. | |
| Media and Public Opinion, cont |  | |
| Media and Politics |  | |
| Media and Electoral Politics | Checkpoint: How do candidates use media coverage to their advantage? | |
| Limits on Media Influence | Most radio and TV programs do not cover public affairs, and their news coverage is not typically in-depth. | |
| Review | What is the place of the media and public opinion in a democracy? | |
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| \*\*\*Summary, Reflection, Analysis |  | |
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