



5.12 MEDIA



If you had to compare your mood to the weather right now, which would it be?



We seek representation through elections.



Discourse of Ideas- Linkages

Linkage institutions are constantly evolving and adapting to contemporary conditions.

What is the main argument of the passage?

“ Democrats want to live by their own rules. They hang out with friends at parks or other public places. They think that religion and politics shouldn't mix. Democrats watch Sunday morning news shows and late night television. They listen to morning radio, read weekly newsmagazines, watch network television, read music and lifestyle publications, and... are more likely to own cats.

” Republicans go to church. They spend more time with family, get their news from Fox or the radio, and own guns. Republicans read sports and home magazines, attend Bible study, frequently visit with relatives, and talk about policy with people at church. They believe that people should take more responsibility for their lives, and they think that overwhelming force is the best way to defeat terrorists. Republicans are more likely than Democrats to own dogs.

Bill Bishop, *The Big Sort*

Students, write your response!

What is the main argument of this passage?

Political ideology and partisan preference are expressed in nearly every facet of our lives.

the main
point of the
page?

"America's founding fathers, after breaking free from monarchical subjugation, were determined to construct a government of checks and balances on absolute concentrated power. [N]ot satisfied that that was enough, they established what has become an insurance policy for the continued health of the republic: a free press.

66 The role of the press is to ask hard questions and refuse to be deterred even when someone powerful claims, "Nothing to see here."

99 The winds of instability howl from many directions: a sustained attack on press freedom from those in political power, crumbling business models, rapidly changing technologies, and some self-inflicted wounds. This is a test, not only for those of us who work in journalism, but also for the nation as a whole.

More recently, the entire journalism business model has been upended by the rise of the internet and, even more recently, social media. Suddenly anyone can be a news publisher, regardless of their expertise, sense of fairness, or motives... And "fake news" from individual or state actors can spread like wildfire through Facebook, Twitter, and other similar outlets... Today we see [the systematic undermining of objective truth] happening organically through millions of social-media shares."

Dan Rather and Elliot Kirschner, *Why a Free Press Matters*



Students, write your response!

What is the main argument of this passage?

The free press is essential to our liberty, and it is threatened by our government, technology, and our own understanding of what is true or not.



The Media

→ 5.12 The Media

- ◆ Explain the media's role as a linkage institution

→ 5.13 Changing Media

- ◆ Explain how increasingly diverse choices of media and communication outlets influence political institutions and behavior



The Media

Learning Intention

- Trace the evolution of the media
- Identify the roles of the media

Success Criteria

I can explain the ways in which new forms of media have changed the way the news is covered.

What do we mean by media?

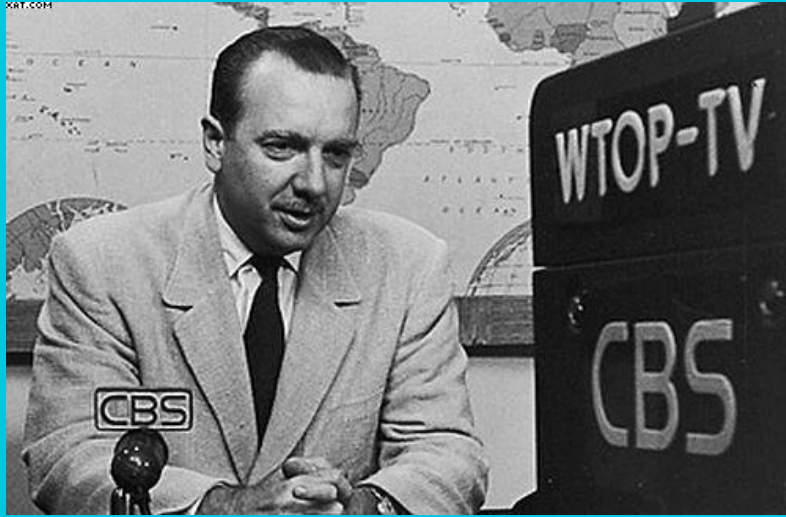
- **News media**
 - includes newspapers, magazines, radio, television, internet sources, blogs, and social media
- **Social media**
 - electronic communication that enable users to create and share content or to participate in social networking
 - Who funds? What is the intent?





Media

- Shapes political culture
- Influences attitudes towards govt



Media Pre-1960s

- Just report the facts
- Worked cooperatively with the government

Investigative Journalism

- In depth detective work that uncovers scandals of elected officials.
- It puts journalist at odds with politicians



Roles of the Media

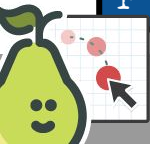
NEWS

- Gatekeeper
- Watchdog
- Scorekeeper
- Agenda Setting

Roles of the Media

Match the roles with their definitions

keep track of who is winning and losing	Scorekeeper
scrutinize people, places and events	Watchdog
the power of the media to choose which stories to specifically cover	Gatekeeper
the power of the media to bring public attention to particular issues and problems	Agenda Setting

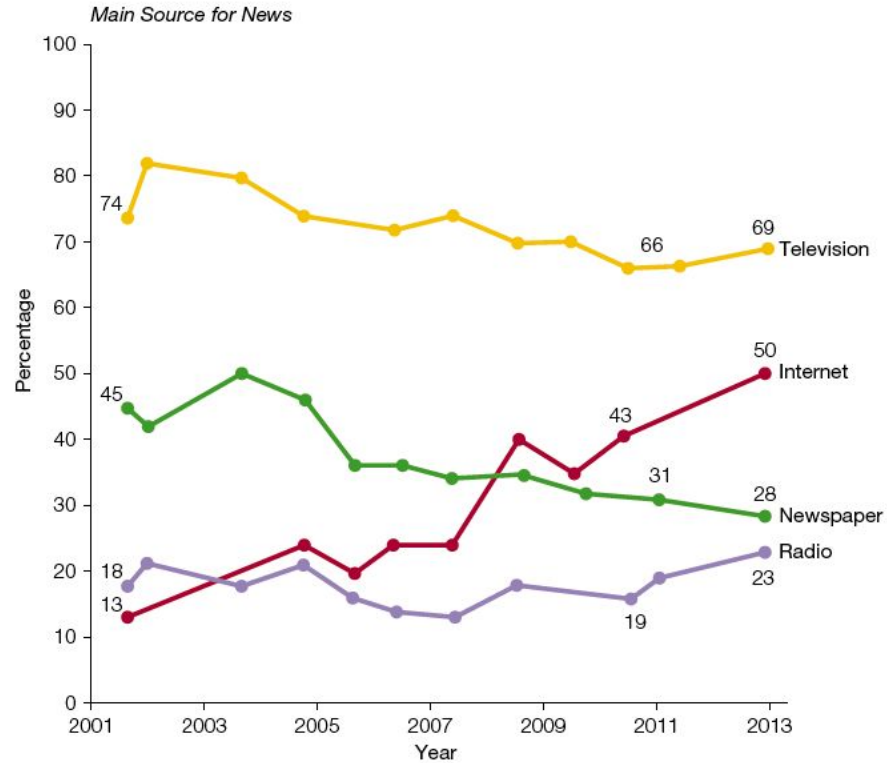


Students, drag the icons!



FIGURE 16.1

Changes in Americans' Main Sources of News



Data from Pew Research Center

What are the issues
with new media?



Students, write your response!

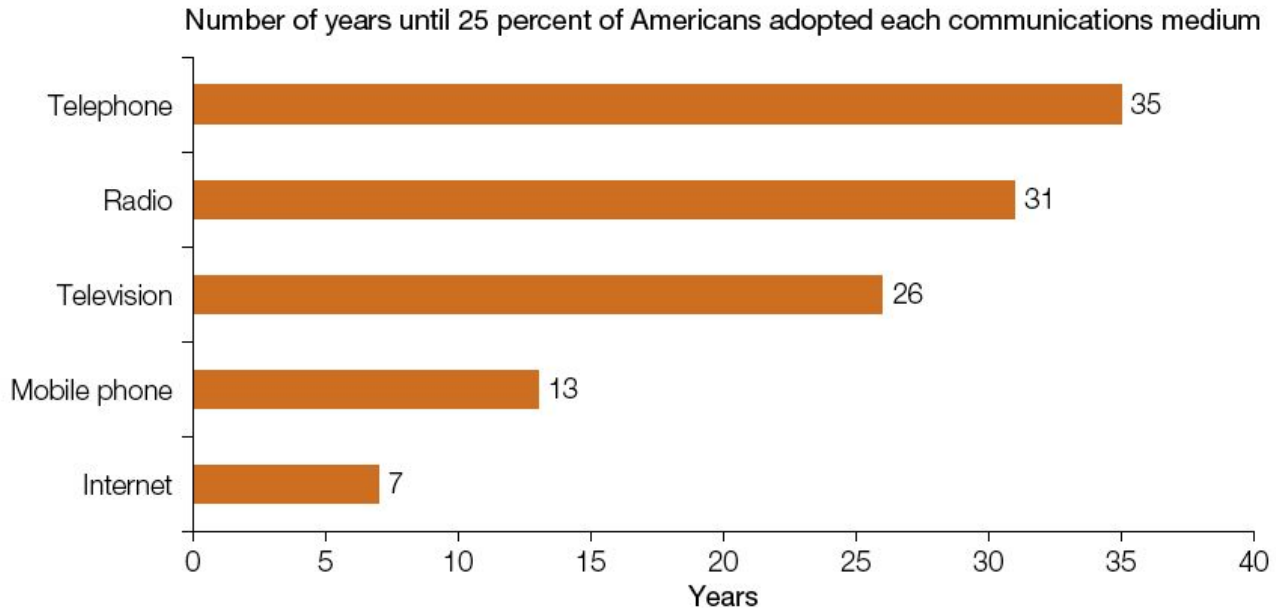
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What are the issues with new media?

- Various platforms for anyone to create & share
- Merging of entertainment and news media
- Confirmation bias & echo chambers

FIGURE 16.2

Pace of Change in Adoption of Communications Media



Data from *The Economist*



JOVITA IDAR: UNLADYLIKE2020



Students, write your response!

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DEMOCRACY'S WATCHDOG



HW: Complete the
Watchdog Checkology
Lesson