

5.13

Changing

Media



Complete this student-paced Peardeck. Nothing to submit- I'll see your responses in the Pear Deck teacher dashboard. Complete the tasks where you see the Peardeck icon on the slide. Next, begin the Mediaocracy homework assignment.



A



**This OR
That?**



B



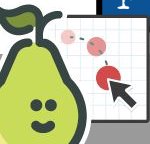
Students choose an option

Roles of the Media

Match the roles with their definitions

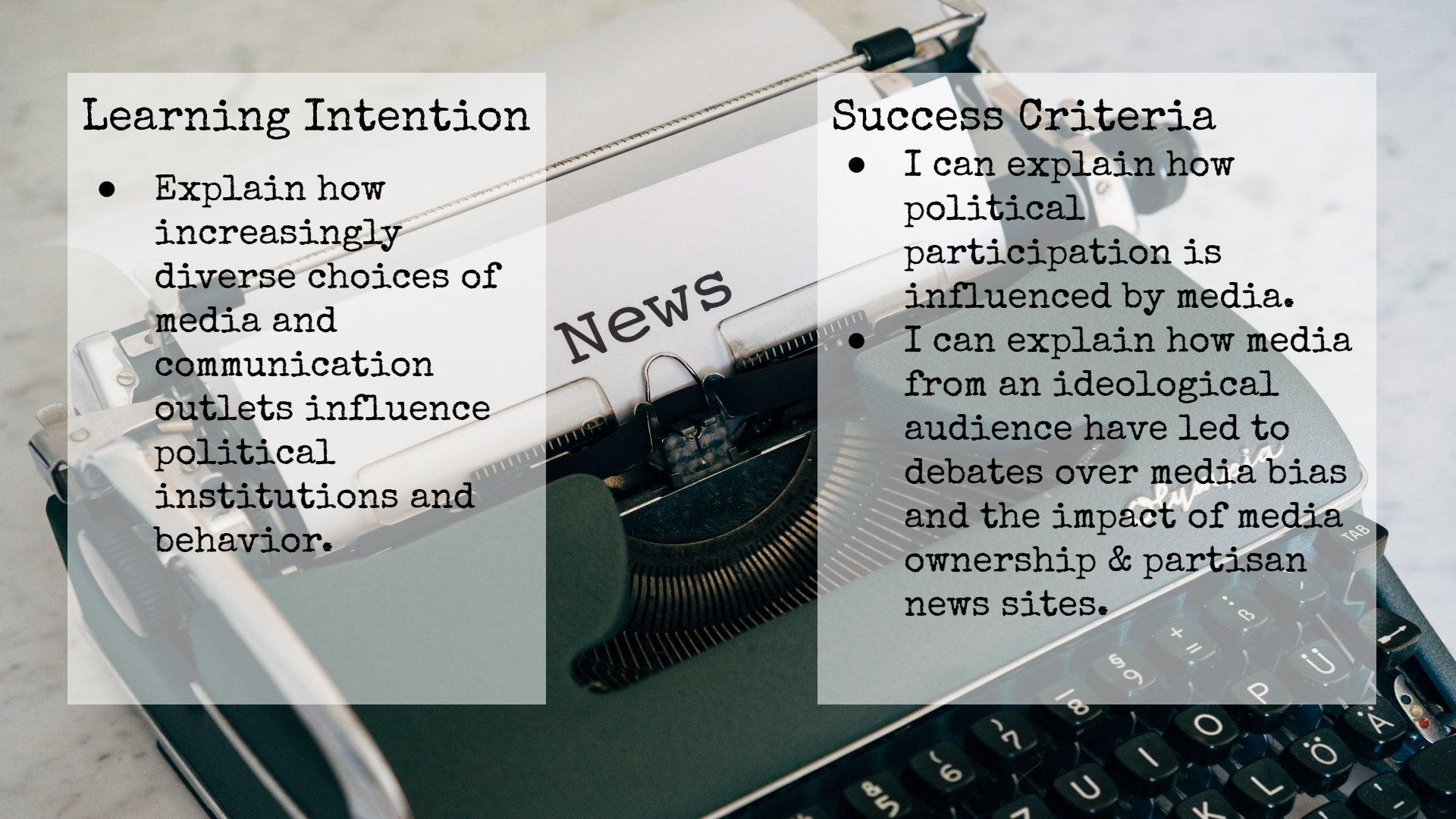
keep track of who is winning and losing	
scrutinize people, places and events	
the power of the media to choose which stories to specifically cover	
the power of the media to bring public attention to particular issues and problems	

	Agenda Setting
	Gatekeeper
	Scorekeeper
	Watchdog



Students, drag the icons!





Learning Intention

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

Success Criteria

- I can explain how political participation is influenced by media.
- I can explain how media from an ideological audience have led to debates over media bias and the impact of media ownership & partisan news sites.

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!

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."

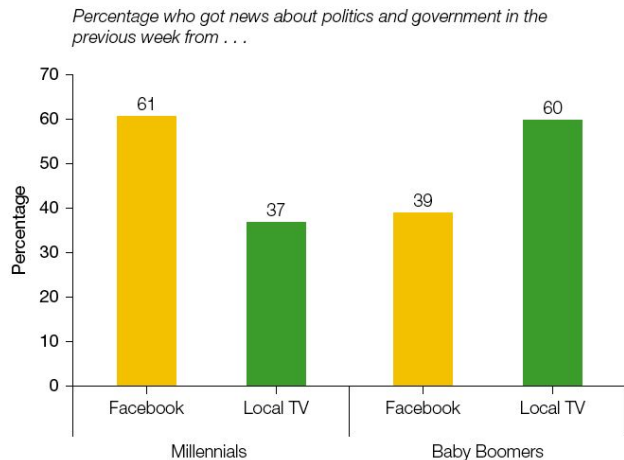
Dan Rather and Elliot Kirschner, *Why a Free Press Matters*



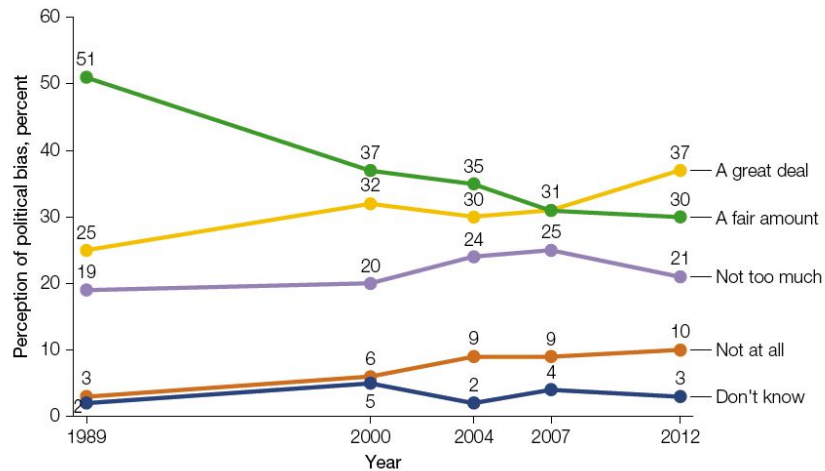
Students, write your response!

What are the issues with new media?

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

FIGURE 16.4**Generational Differences in Main Sources of Political News**

Data from Pew Research Center

FIGURE 16.5**Americans' Assessment of Bias in the News Media**

Data from Pew Research Center

	ALL	DEMOCRATS	INDEPENDENTS	REPUBLICANS
The spread of inaccurate information on the internet	73	71	75	76
Owners of news outlets attempting to influence the ways stories are reported	69	61	72	76
News organizations being too dramatic or too sensational in order to attract more readers or viewers	66	56	70	75
Too much bias in the reporting of news stories that are supposed to be objective	65	50	68	81
Too much bias in the selection of what stories news organizations cover or don't cover	64	51	69	78
Increasing number of news sources reporting a specific ideological viewpoint rather than being neutral	61	51	64	71
Not enough investigative journalism to uncover important facts	59	51	63	66
News organizations reporting information they think is accurate but be inaccurate	57	46	59	68

Would you say each of the following is a major problem, a minor problem or not a problem with news coverage today? Figures are the percentages who say the matter is “a major problem”

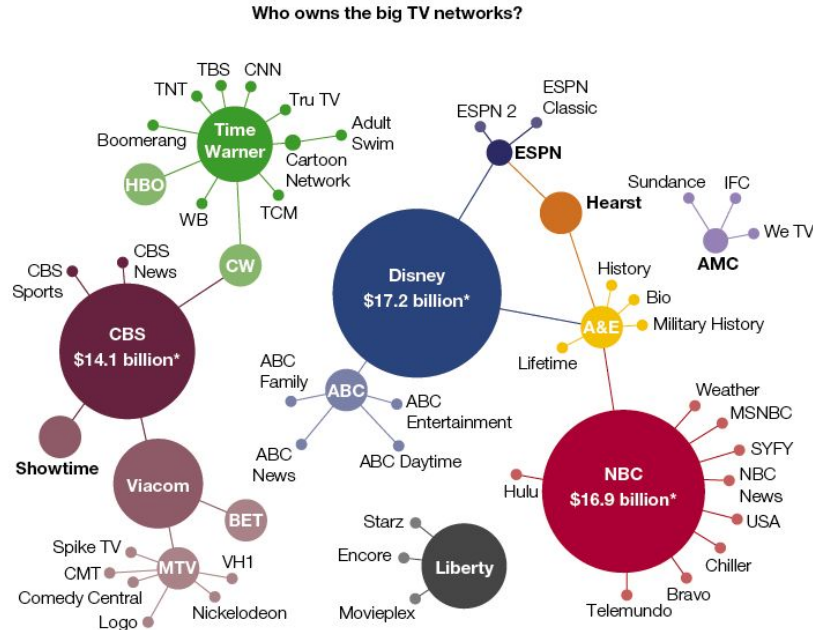
Source: [Knight Foundation](#)



Students, write your response!

FIGURE 16.3

Consolidation of Ownership of the Media as of 2011



*2010 entertainment revenue
Data from Nielsen, Disney, Hollywood Reporter, Bloomberg, Wikipedia, Businesswire, and Value Investing Center, and based on entertainment revenue.

16.2 Review Question: Free Response

Consolidation

1983
50

In 1983, 90% of American media was owned by 50 companies

2011
6

In 2011, that same 90% is controlled by 6 companies

These six companies are:

COMCAST

Notable properties:

- NBC
- Universal Pictures
- Focus Features

NEWS CORP

Notable properties:

- Fox
- *Wall Street Journal*
- *New York Post*

DISNEY

Notable properties:

- ABC
- ESPN
- Pixar
- Miramax
- Marvel Studios

VIACOM

Notable properties:

- MTV
- Nick Jr.
- BET
- CMT
- Paramount Pictures

TIME WARNER

Notable properties:

- CNN
- HBO
- *TIME*
- Warner Bros.

CBS

Notable properties:

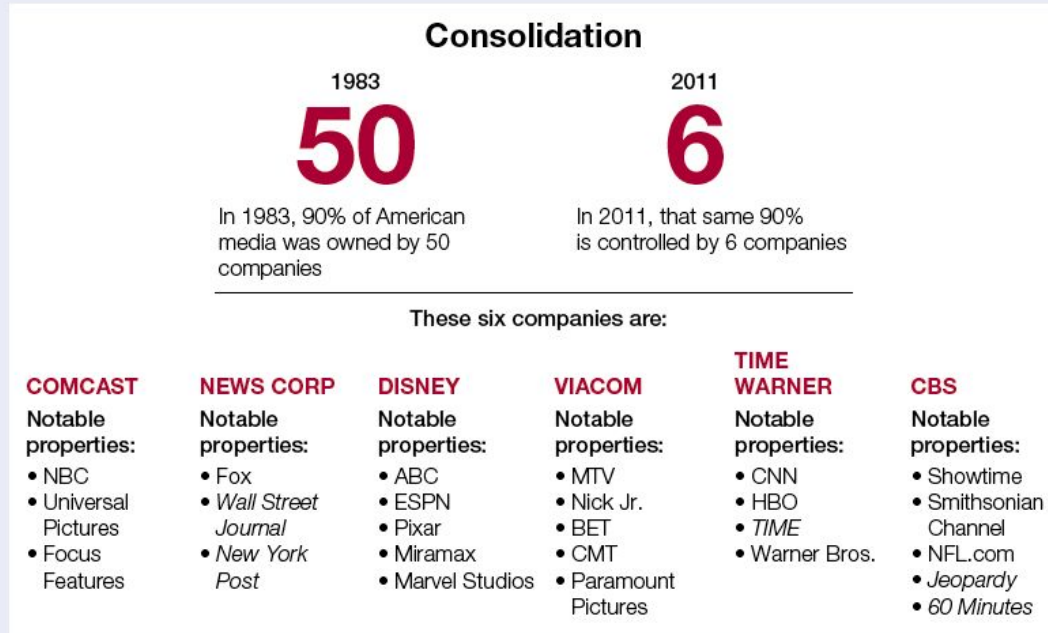
- Showtime
- Smithsonian Channel
- NFL.com
- *Jeopardy*
- *60 Minutes*

Data from Business Insider

Use the chart and your knowledge of U.S. Government and Politics to answer parts A, B, and C.

- Define media consolidation.
- Describe one way in which media consolidation has an impact on the amount of political information available to citizens.
- Explain one reason why media consolidation may increase political polarization.

16.2 Review Question: Free Response



Data from Business Insider

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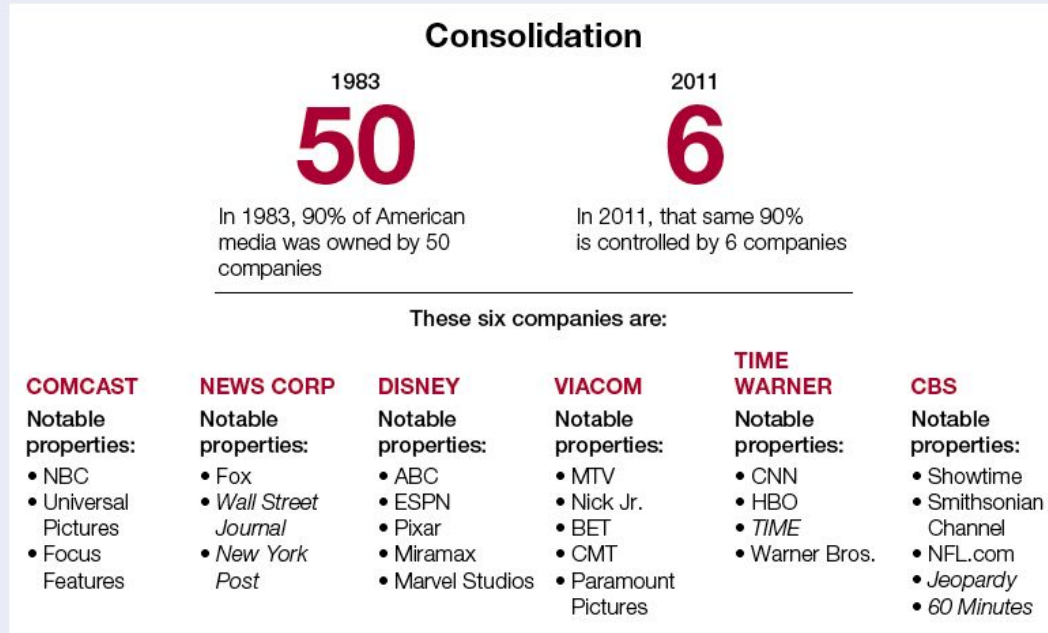
- A. Define media consolidation.
- B. Describe one way in which media consolidation has an impact on the amount of political information available to citizens.
- C. Explain one reason why media consolidation may increase political polarization.

A. Define media consolidation.



Students, write your response!

16.2 Review Question: Free Response



Data from Business Insider

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- C. Explain one reason why media consolidation may increase political polarization.

B. Describe one way in which media consolidation has an impact on the amount of political info available to citizens.



Students, write your response!

16.2 Review Question: Free Response

Consolidation

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50

In 1983, 90% of American media was owned by 50 companies

2011
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In 2011, that same 90% is controlled by 6 companies

These six companies are:

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Notable properties:

- NBC
- Universal Pictures
- Focus Features

NEWS CORP

Notable properties:

- Fox
- *Wall Street Journal*
- *New York Post*

DISNEY

Notable properties:

- ABC
- ESPN
- Pixar
- Miramax
- Marvel Studios

VIACOM

Notable properties:

- MTV
- Nick Jr.
- BET
- CMT
- Paramount Pictures

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Notable properties:

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Data from Business Insider

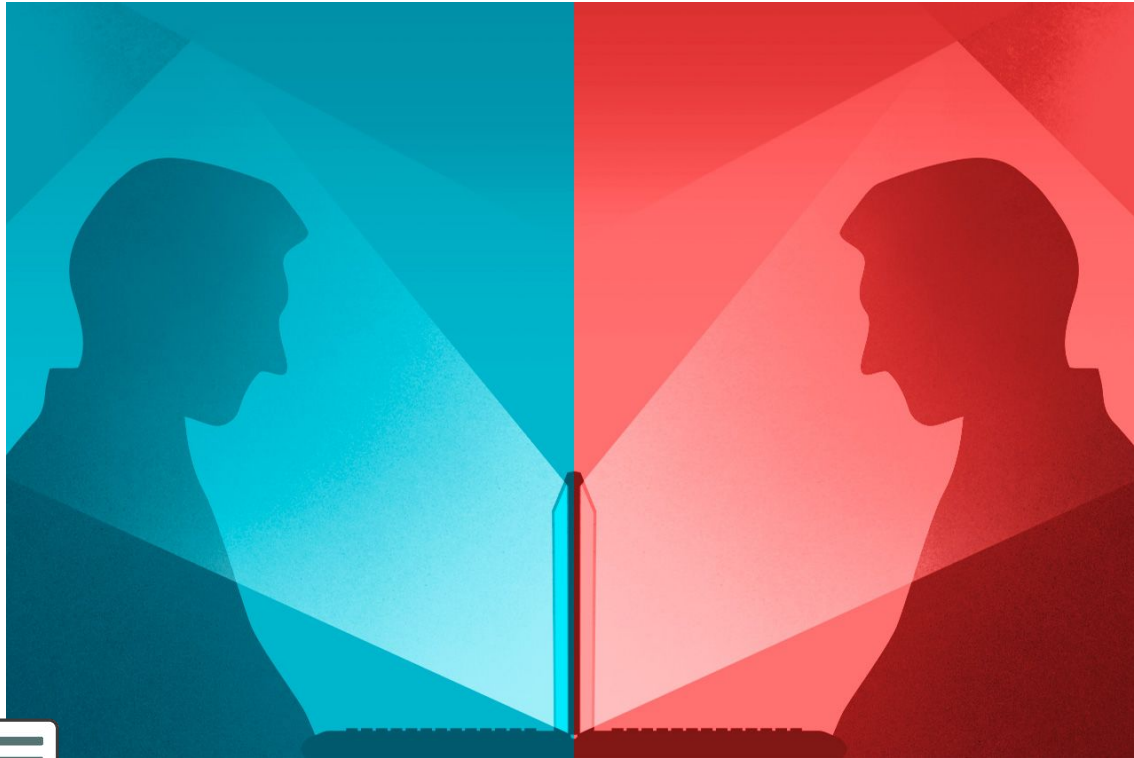
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C. Explain one reason why media consolidation may increase political polarization.

Students, write your response!

Selective Perception



Click on the blue and red image to the left, select a few topics to explore and discuss. What do you notice?



Students, write your response!

These are possible indication of
what?

- Selection and omission
- Placement
- Choice of headlines, photos, captions
- Manipulation of statistics
- Choice of sources
- Word choice and tone



Students, write your response!

HW: Watch the
Mediaocracy video and
complete the
Mediaocracy
assignment in Canvas.

