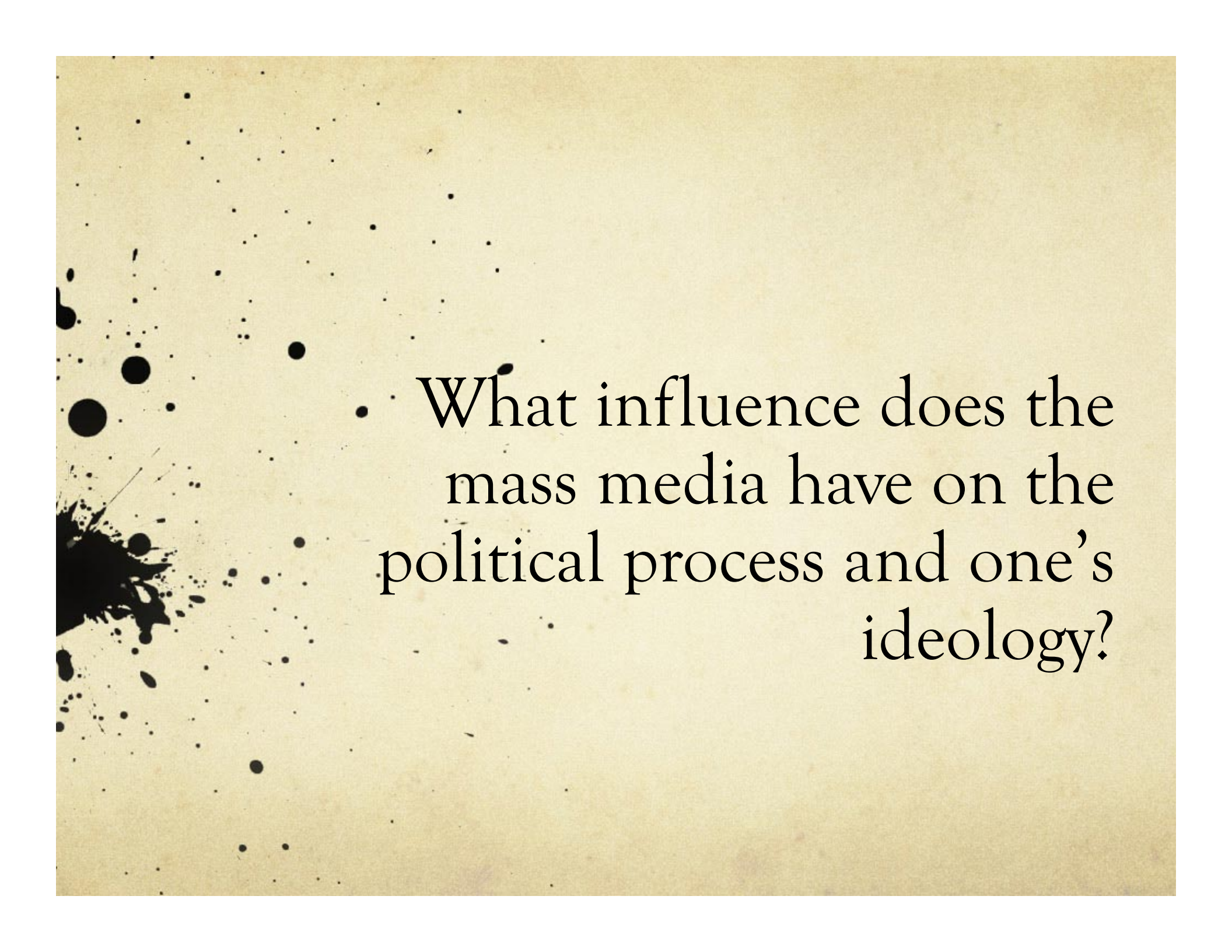




The Role of the...



• What influence does the mass media have on the political process and one's ideology?

ON YOUR PAPER

ON THE LEFT SIDE:

List as many “issues or problems” that you can think of that exists

a. LOCALLY

b. NATIONWIDE

c. WORLD WIDE

The “Issues”

- How do you know these are problems?
- Where did you get your information from?
- How has this impacted your knowledge or opinion of them?

ON YOUR PAPER

ON THE LEFT SIDE:

List as many “issues or problems” that you can think of that exists

- a. LOCALLY
- b. NATIONWIDE
- c. WORLD WIDE

ON THE RIGHT SIDE:

Brainstorm as many types of media that you can with your team.

Word splash them with visuals

ON YOUR PAPER

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Word splash them with visuals

DEFINE MEDIA
IN YOUR OWN
WORDS

ON YOUR PAPER

ON THE LEFT SIDE:

List as many “issues or problems” that you can think of that exists

- a. LOCALLY
- b. NATIONWIDE
- c. WORLD WIDE

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Brainstorm as many types of media that you can with your team.

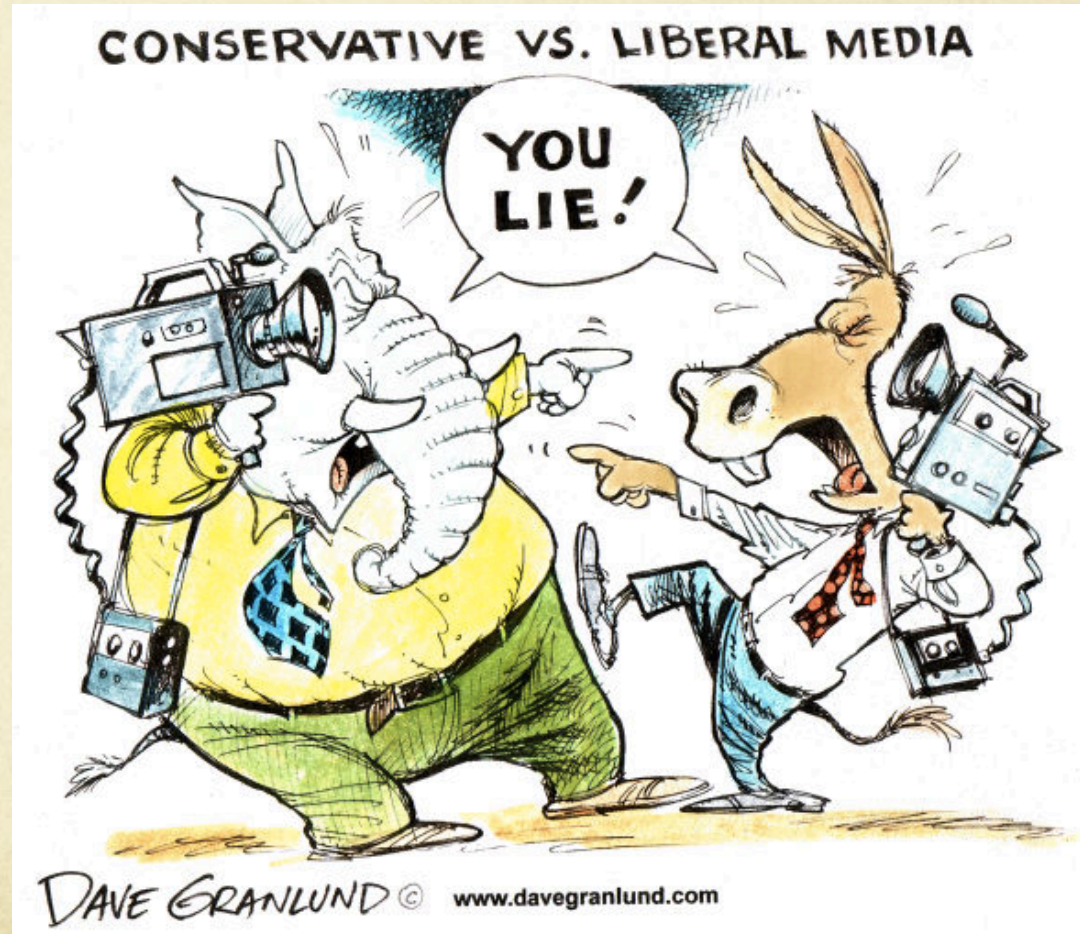
Word splash them with visuals

DEFINE MEDIA
IN YOUR OWN
WORDS

TOP 3
TEENS
vs.
ADULTS

BACK TO YOUR SEATS & CLEAN UP

TAKE OUT
PAPER #15
Comparing
The Media



DEFINING THE MEDIA

(medium - singular)

- **DICTIONARY.com**: the means of communication, as radio and television, newspapers, and magazines, that reach or influence people widely.
- **BUSINESS.com**: Communication channels through which news, entertainment, education, data, or promotional messages are displayed.
- **YOUR TEXTBOOK**: a means of communication; something that transmits information.

WHICH DO YOU LIKE THE BEST?

WHY?

SOURCES

- WHERE DO YOU GET YOUR INFORMATION?
- <http://www.journalism.org/2014/03/26/state-of-the-news-media-2014-key-indicators-in-media-and-news/>

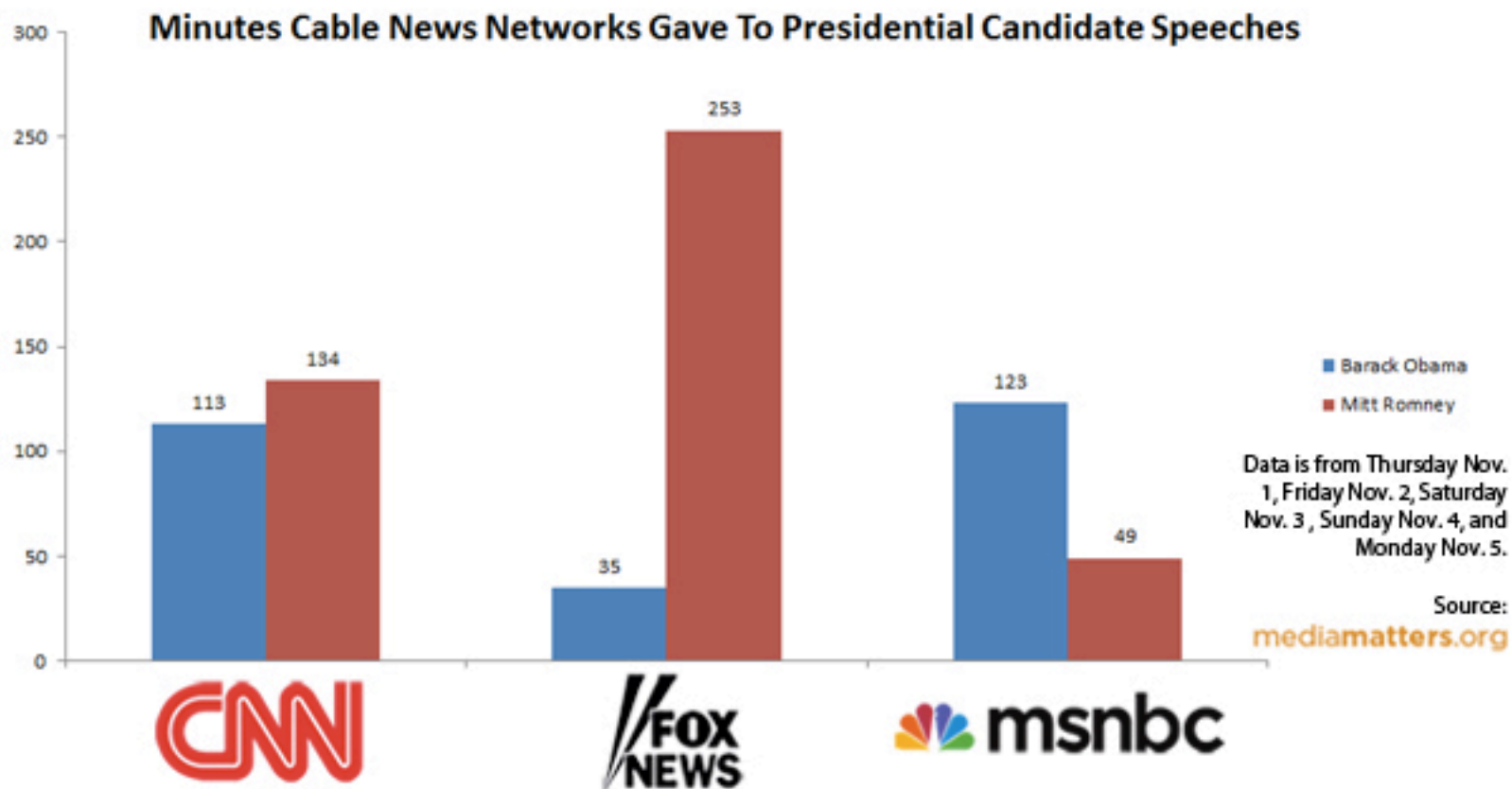
IS THE MEDIA BIAS?

- WHAT IS BIAS? prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair.
- PROPAGANDA: A technique of persuasion aimed at influencing individual or group behaviors to create a particular belief, regardless of its validity
- Is there a difference?
- Should the media be bias?

Media: Impact on Elections

- How do you think the media impacts elections?
- Do you think people make their decision solely on information from the media?
- <http://features.journalism.org/campaign-2012-in-the-media/tone-of-news-coverage/>

Media: Impact on Elections



○ <http://mediamatters.org/blog/2012/11/06/for-every-minute-of-airtime-fox-news-gave-obama/191170>

Media: Impact on Elections

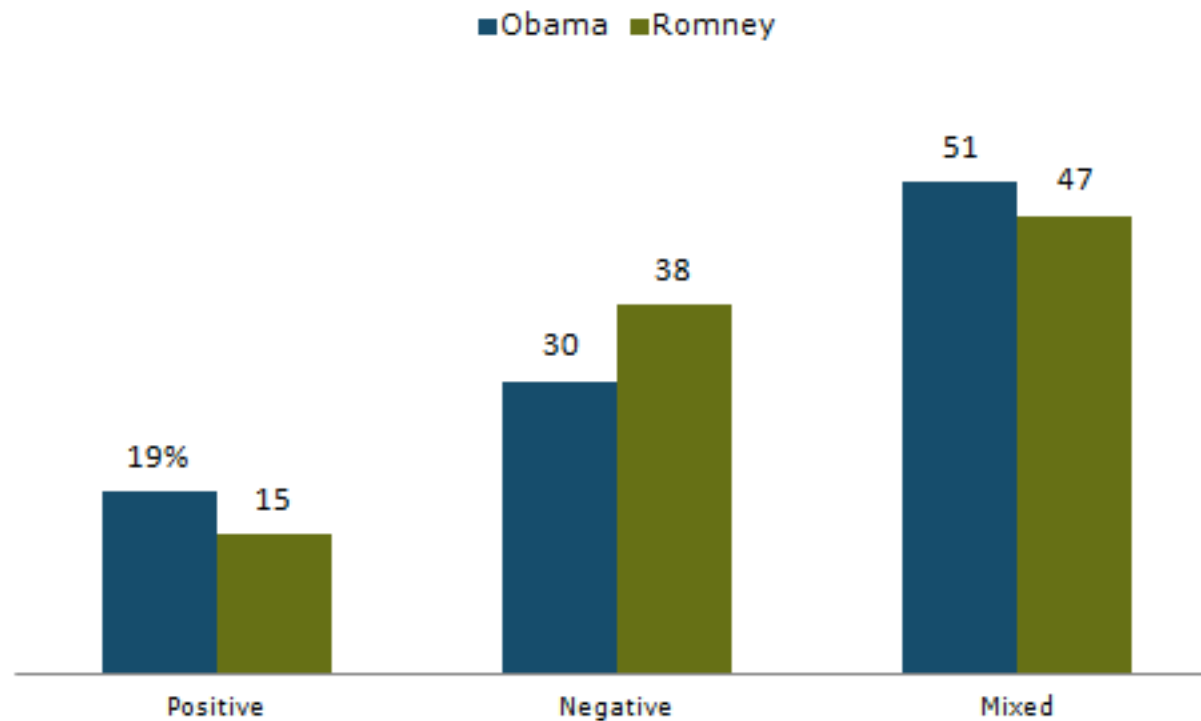
Tone of Coverage Reverses After First Debate		
<i>Percent of stories with tone</i>		
	Obama	Romney
Pre-First Debate Aug. 27-Oct. 3		
Positive	22%	11%
Mixed	51	46
Negative	27	44
Post-First Debate Oct. 4-21		
Positive	13	20
Mixed	51	50
Negative	36	30
Date Range: August 27 - October 21, 2012		
PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM		

Mainstream News Less Harsh than Social Media		
<i>Percent of stories/discussion with tone</i>		
	Obama	Romney
Mainstream		
Positive	19%	15%
Mixed	51	47
Negative	30	38
Twitter		
Positive	25	16
Mixed	31	25
Negative	45	58
Facebook		
Positive	24	23
Mixed	22	15
Negative	53	62
Blogs		
Positive	19	18
Mixed	37	36
Negative	44	46
Date Range: August 27 - October 21, 2012		
PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM		

Media: Impact on Elections

Tone of Candidate Campaign Coverage Overall

Percent of stories with tone



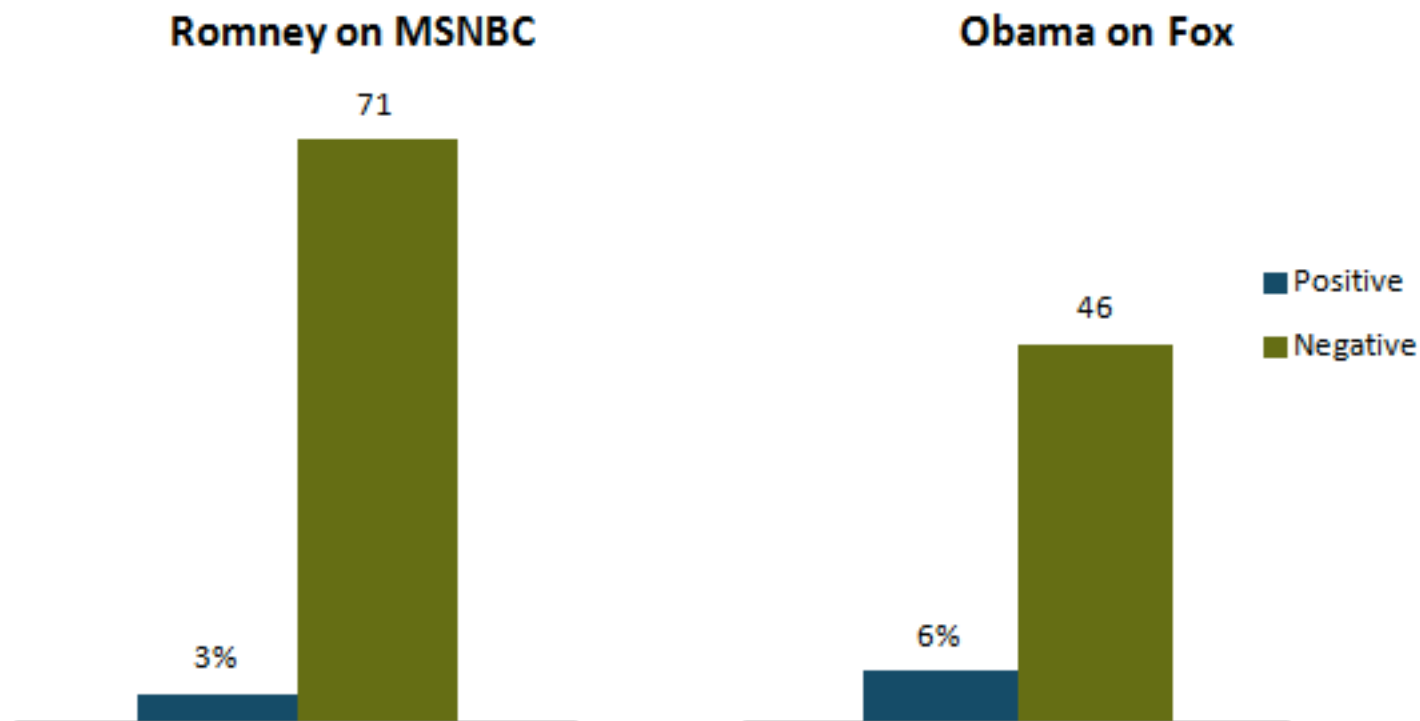
Date Range: August 27 - October 21, 2012

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

Media: Impact on Elections

Alternate Narratives on MSNBC and Fox

Percent of stories with tone



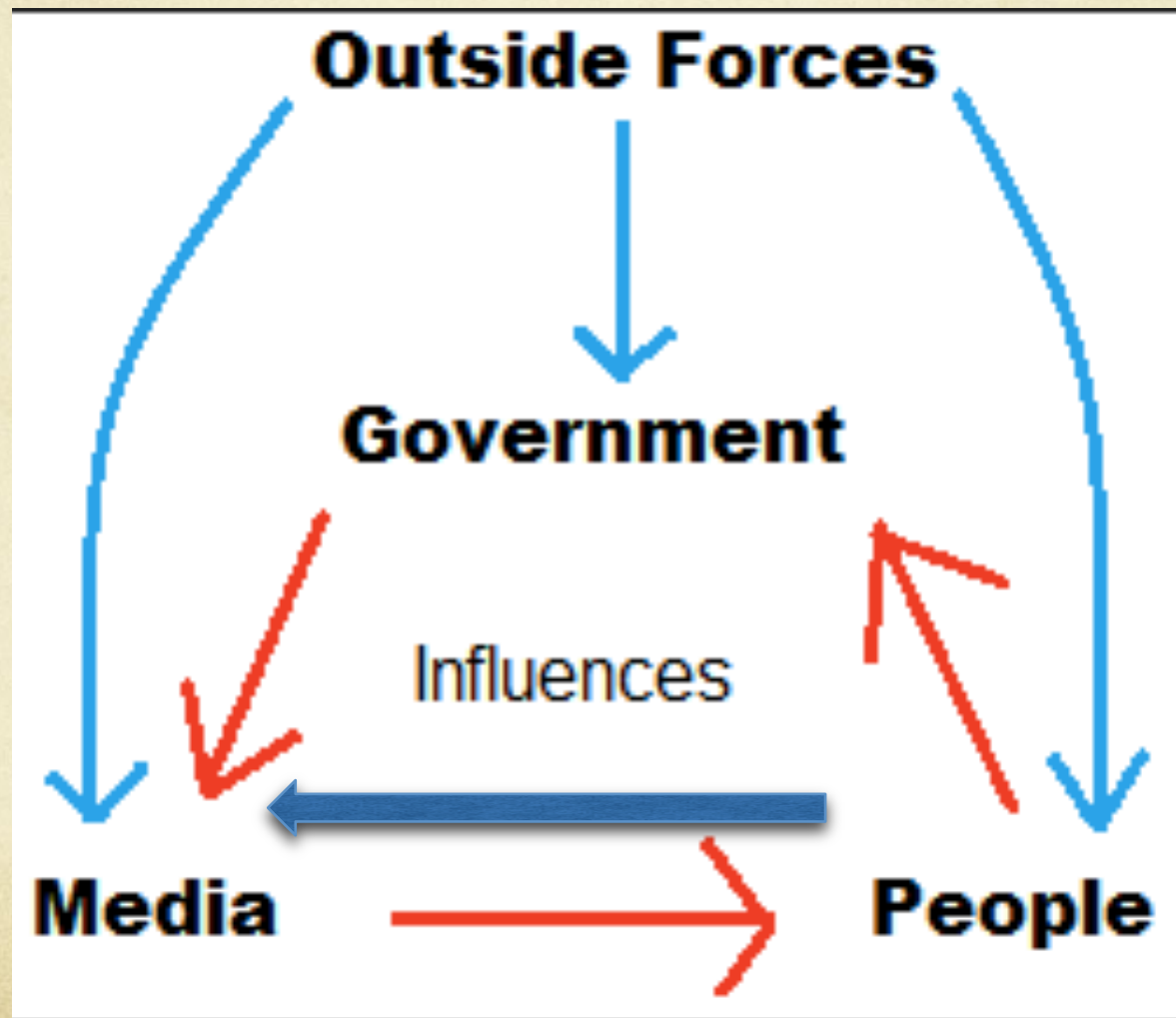
Date Range: August 27 - October 21, 2012

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

Media: Impact on Elections

- How do you think the media impacts elections?
- Do you think people make their decision solely on information from the media?
- <http://features.journalism.org/campaign-2012-in-the-media/tone-of-news-coverage/>

How the media shapes opinion




PUBLIC OPINION

- **Public opinion**: A collective opinion of many people on some issue, problem, etc.
Social, Economic and Political Issues
- **Public opinion poll**: sampling the public in an effort to predict or get an estimate of public attitudes of an issue
- <http://www.gallup.com/poll/wellbeing.aspx?ref=b>

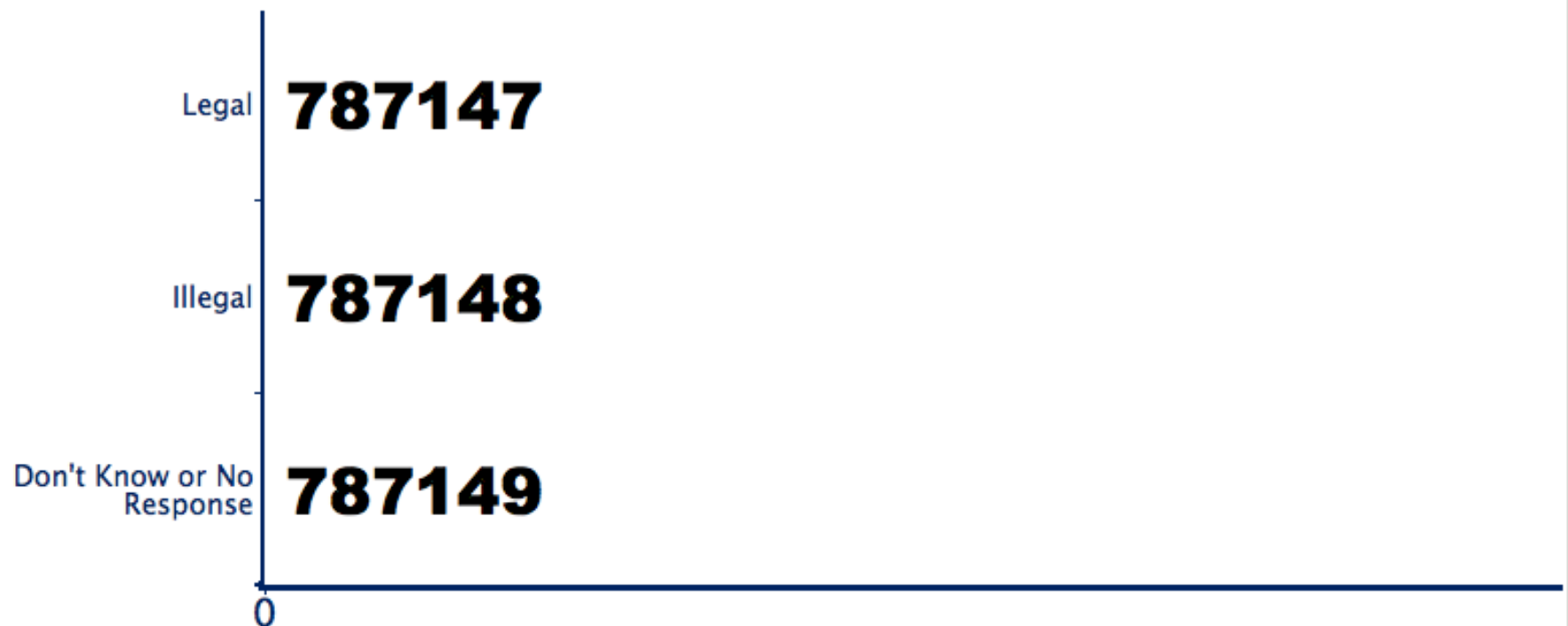
TAKE OUT YOUR PHONE...

- YES, I said take out your phone.
- We are going to try a “texting” class survey.
- **RULES**: you may only respond once.
 - If yours doesn't work or you don't have a phone, you may reply from someone else's phone.
- Standard texting and data rates may apply.



Do you think it should be legal or illegal to use a hand-held cellular telephone while driving a car?

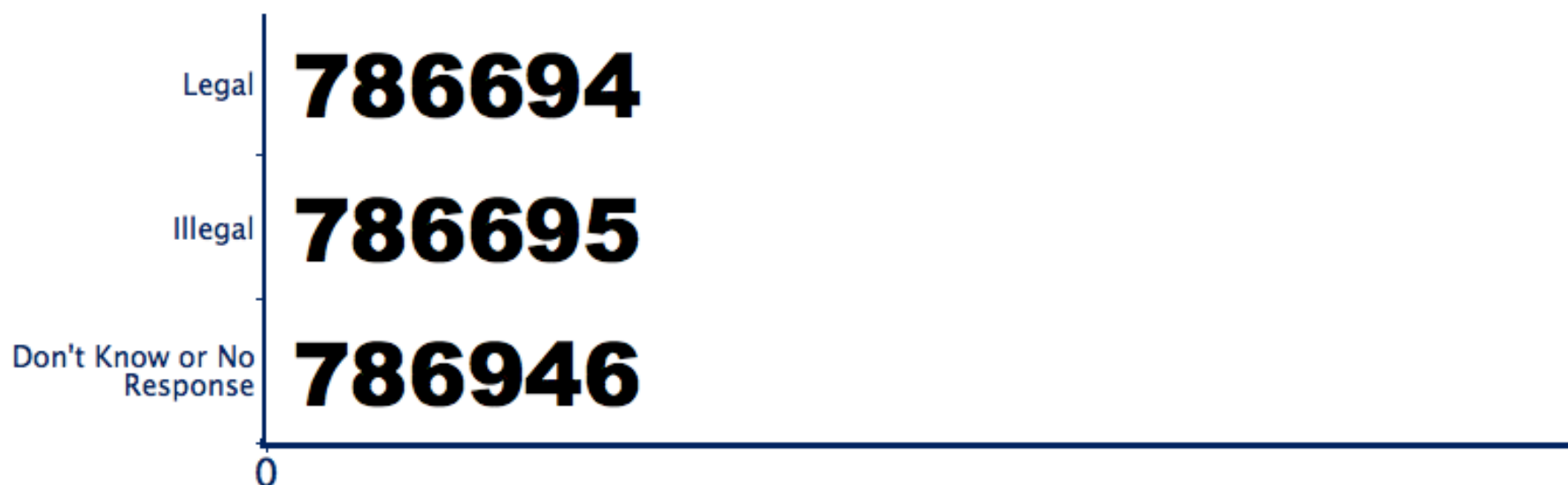
 You may respond at PollEv.com/emilycorcora549 when the presenter pushes this poll

 Text a **CODE** to **37607**




How about a hands-free cellular phone, which you don't have to pick up or hold to use? Do you think it should be legal or illegal to use a hands free-cellular telephone while driving a car?

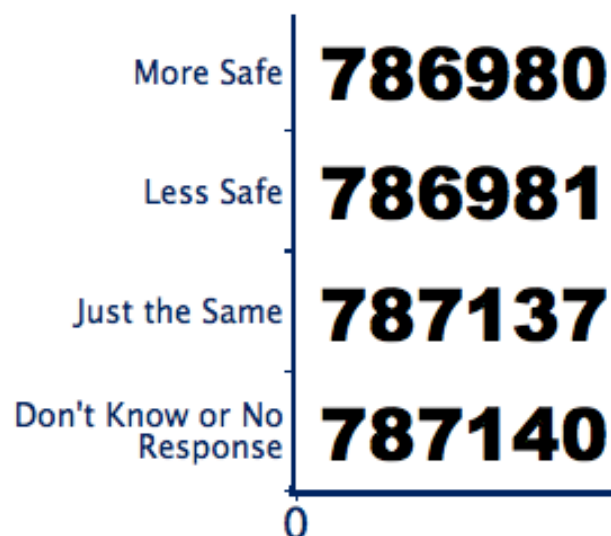
 You may respond at PollEv.com/emilycorcora549 when the presenter pushes this poll
 Text a **CODE** to **37607**




Do you think using a HANDS-FREE cell phone while driving is more safe than using a HAND-HELD cell phone, or is it less safe, or is using a HANDS-FREE cell phone just the same as using a HAND-HELD cell phone?

 You may respond at PollEv.com/emilycorcora549 when the presenter pushes this poll

 Text a **CODE** to **37607**




Do you think sending a text message while driving, either on a cell phone or other electronic device, should be legal or illegal?

 You may respond at PollEv.com/emilycorcora549 when the presenter pushes this poll

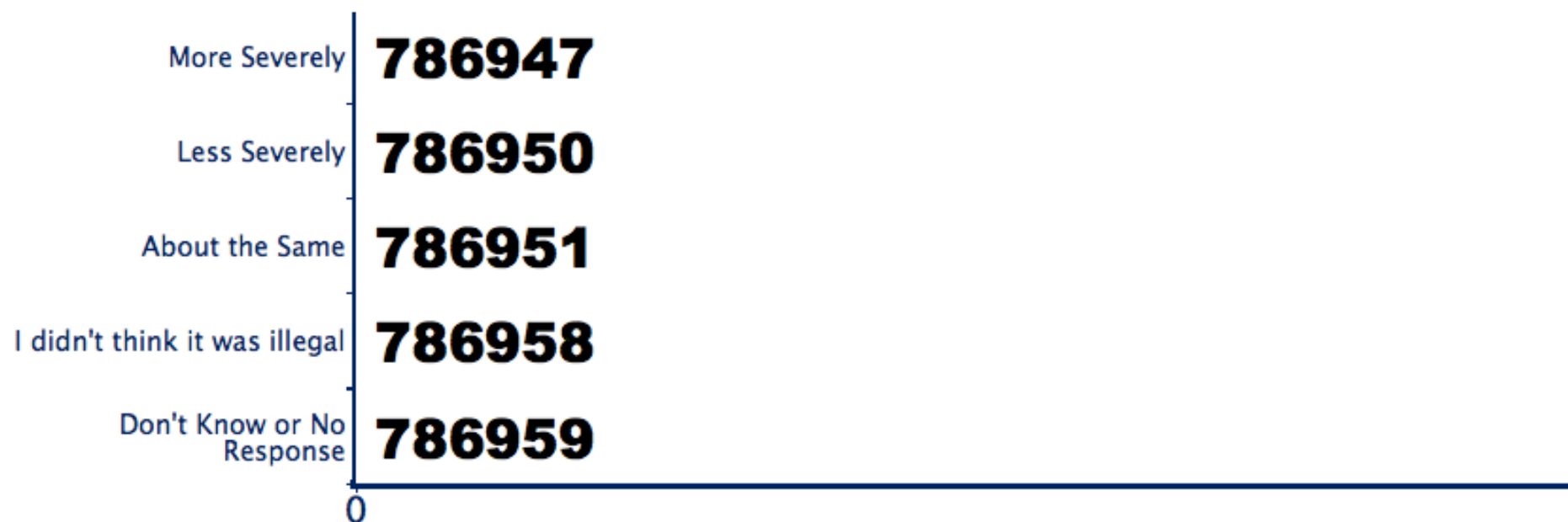
 Text a **CODE** to **37607**





Should texting while driving be punished more severely than drunk driving, less severely than drunk driving, or about the same as drunk driving?

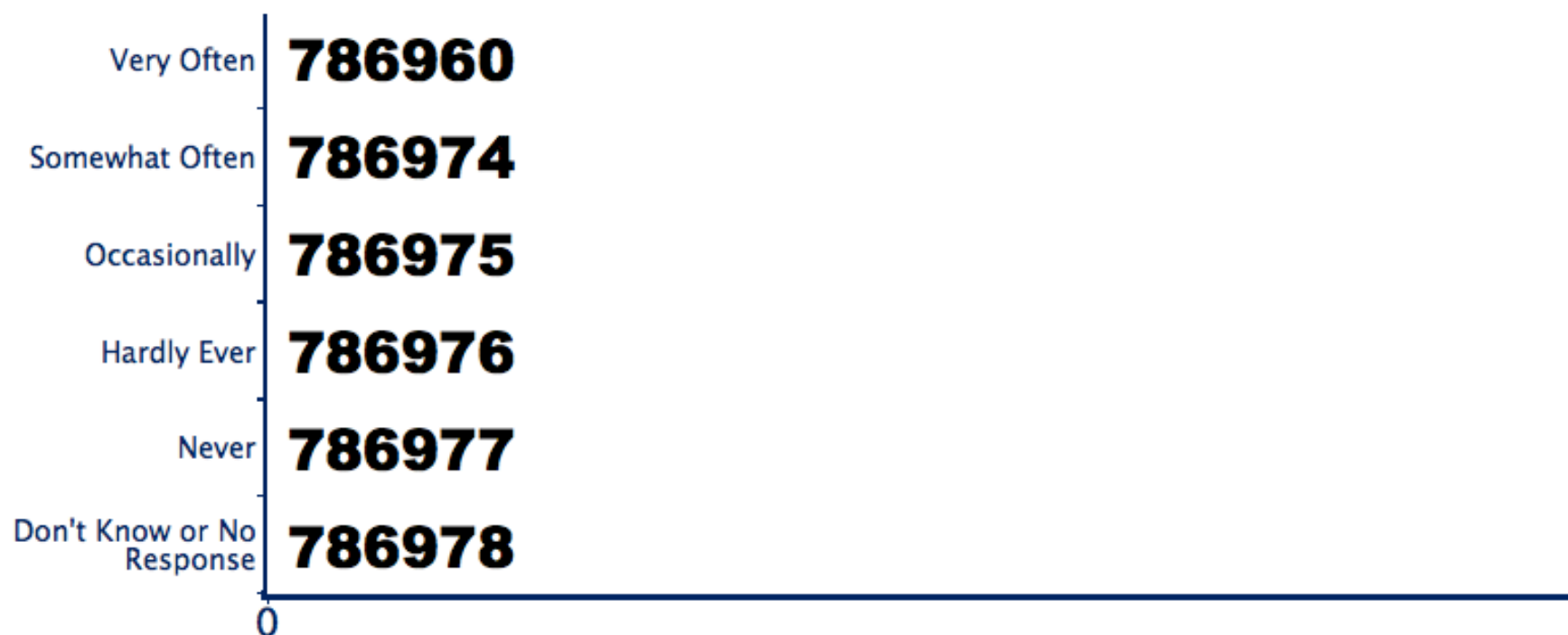
 You may respond at PollEv.com/emilycorcora549 when the presenter pushes this poll

 Text a **CODE** to **37607**



How often do you, yourself, drive-text – very often, somewhat often, occasionally or hardly ever?

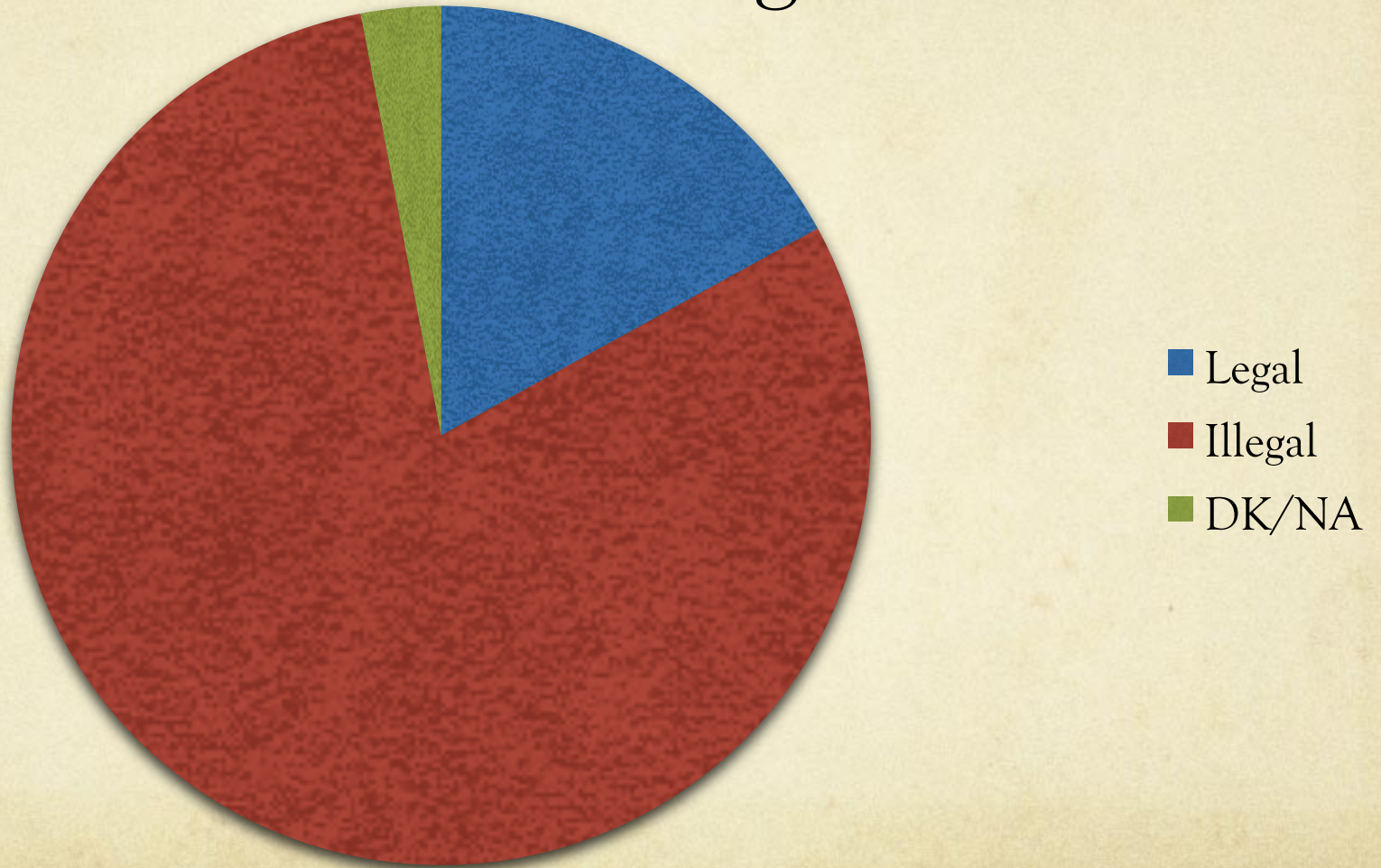
 You may respond at PollEv.com/emilycorcora549 when the presenter pushes this poll
 Text a **CODE** to 37607



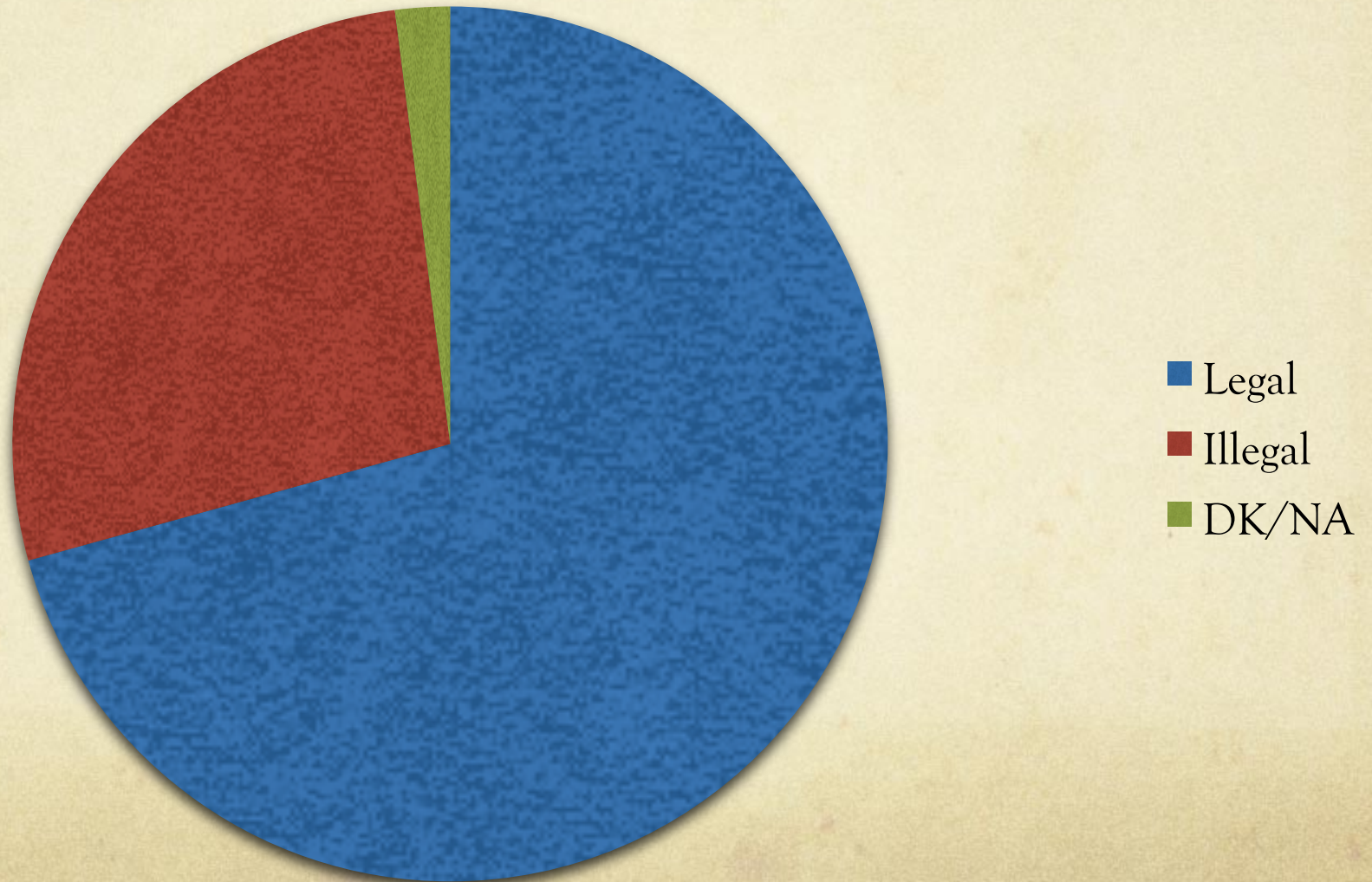
REAL SURVEY

- This was a real survey in 2009
- New York Times & CBS wanted to get the public opinion of texting while driving...
- Wanted to know if it was a problem
- “..based on telephone interviews from Oct. 5-Oct. 8 with 829 adults in the US..”
- List of 69,000 residents various regions
- From telephone #s
- 3 percent sampling error

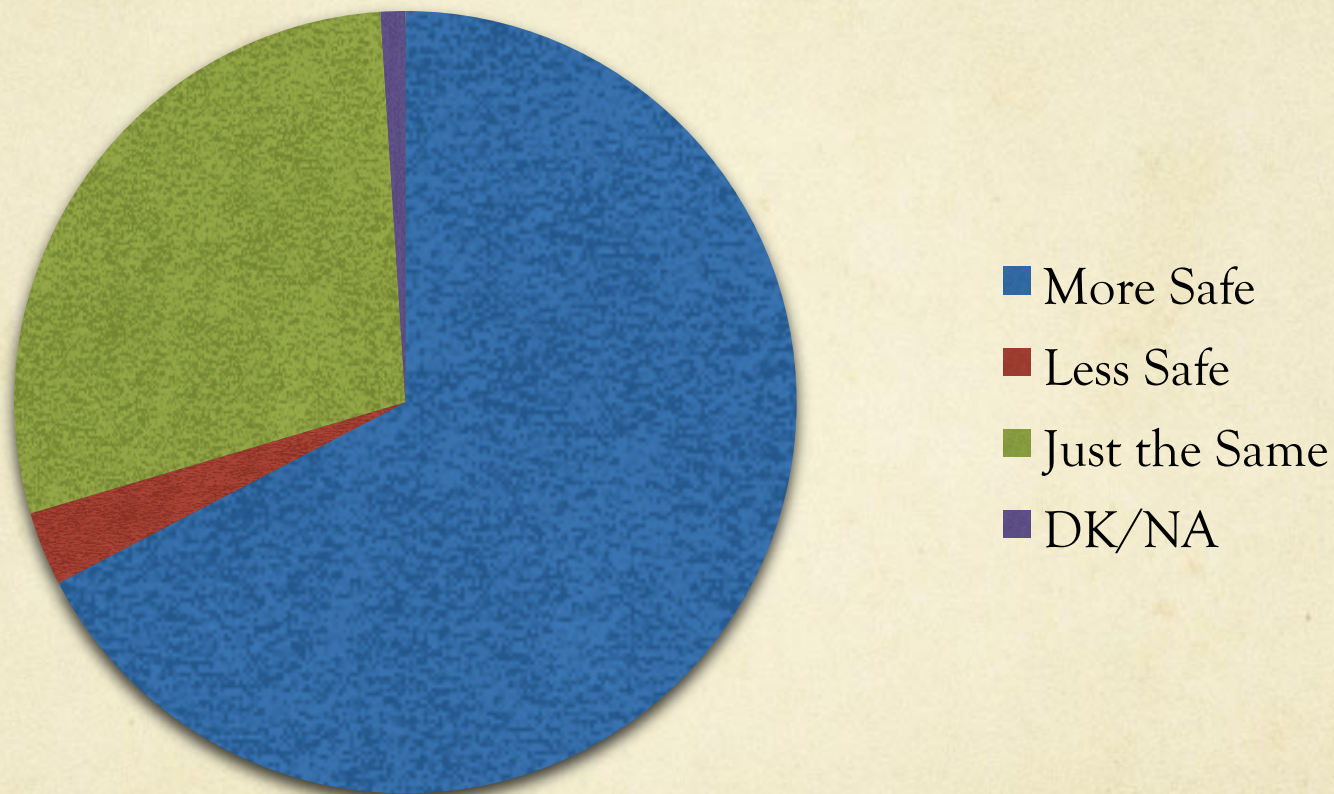
Hand-held cellular device while driving.



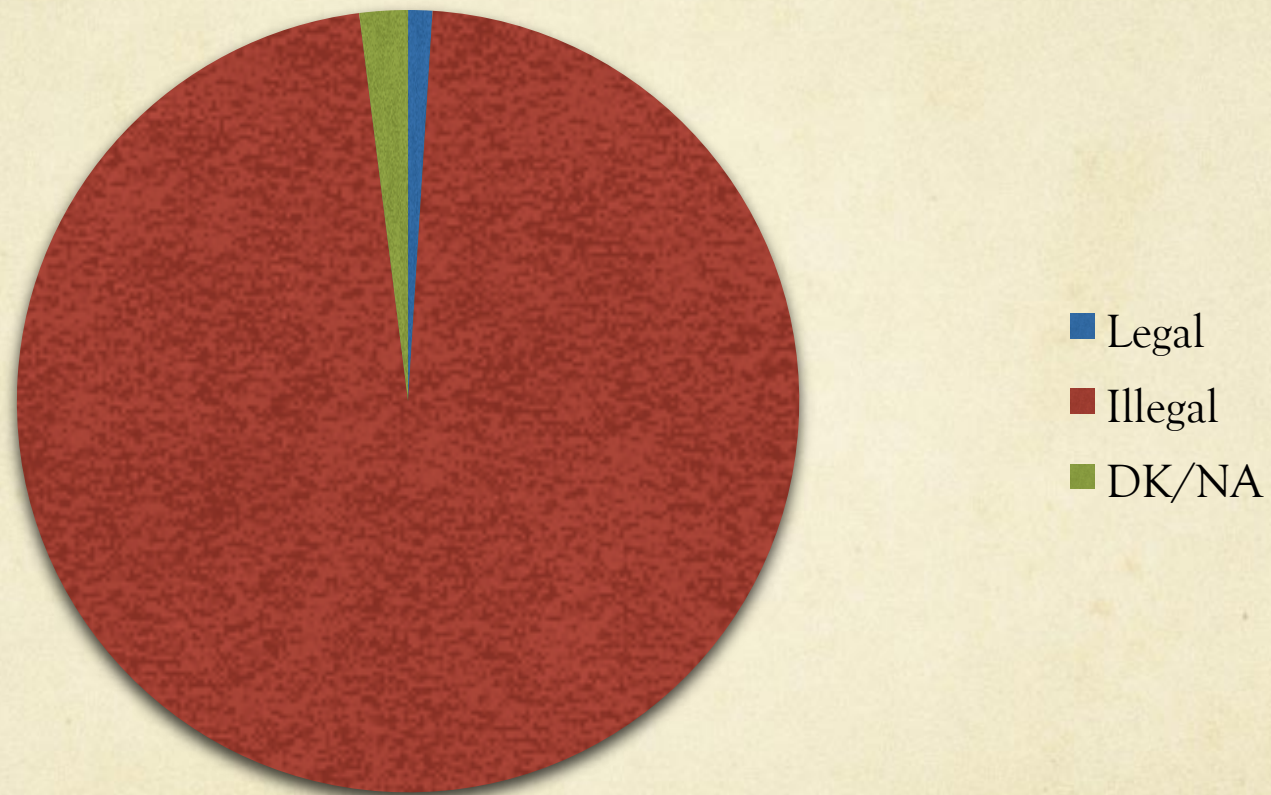
Hands-free cellular device while driving.



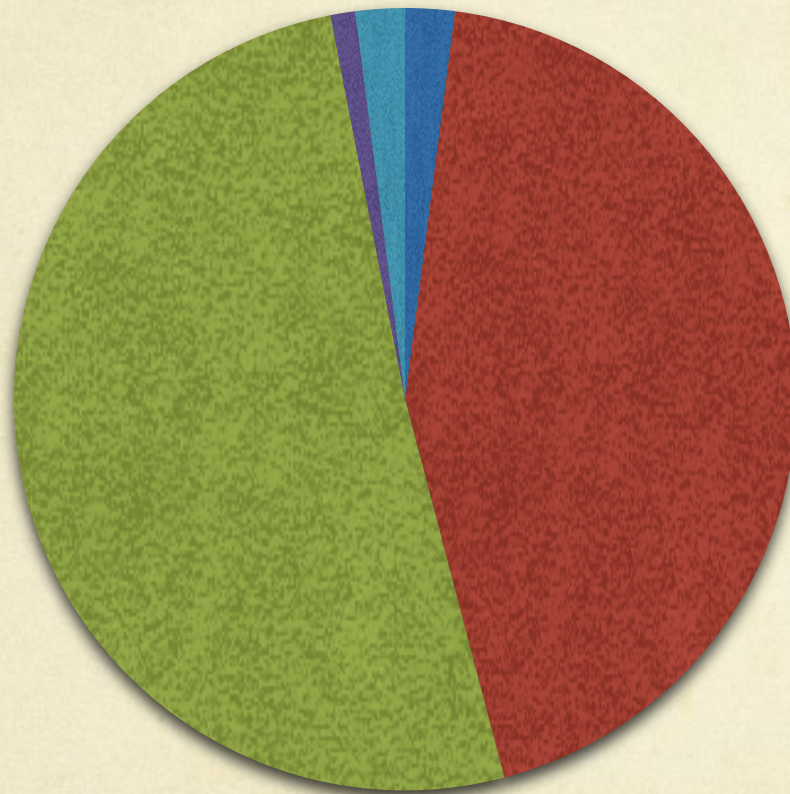
HANDS-FREE vs. HAND-HELD



Texting While Driving

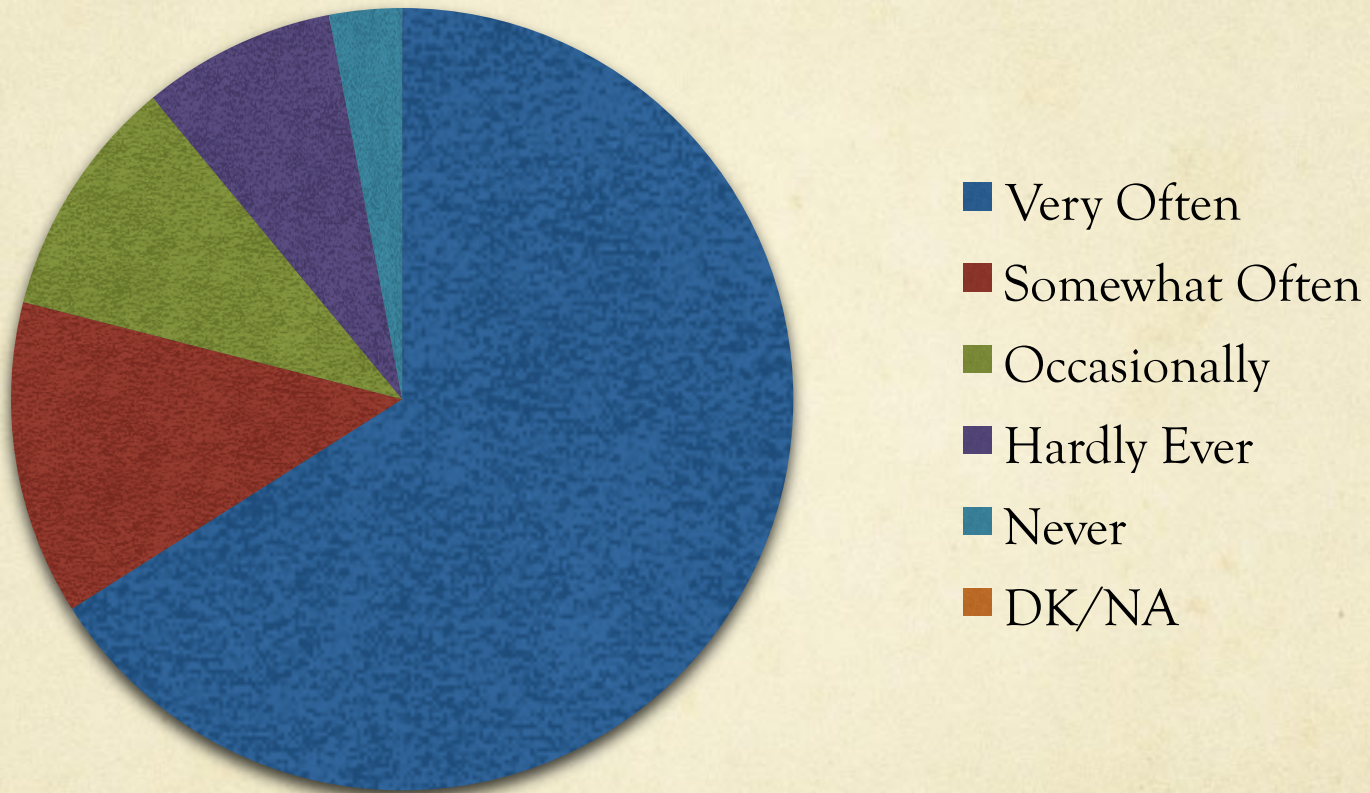


Punishment



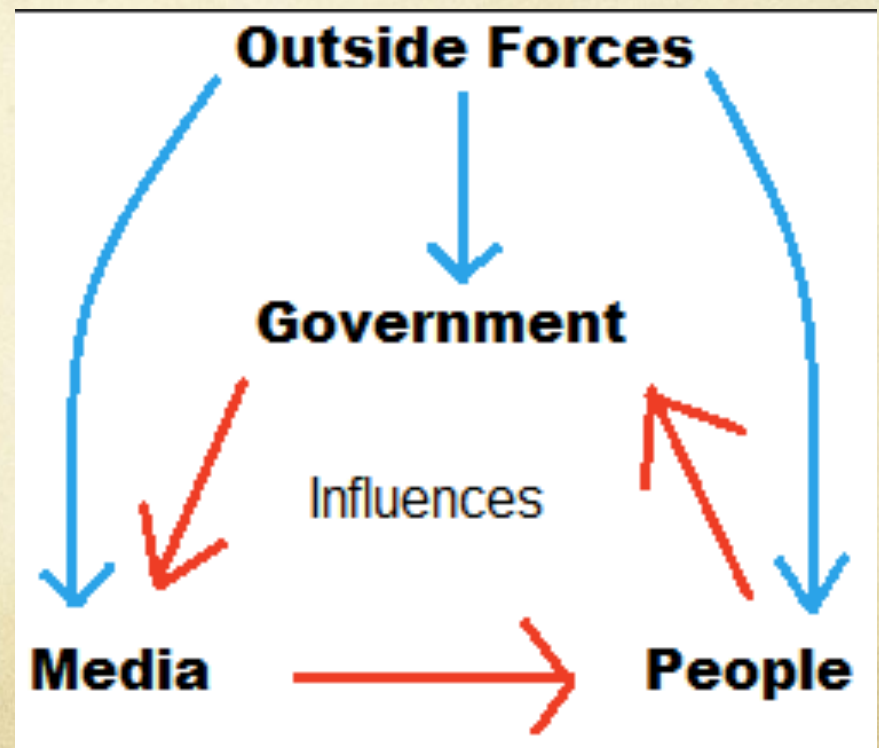
- More Severely
- Less Severely
- About the Same
- Not Illegal
- DK/NA

How often do you text and drive



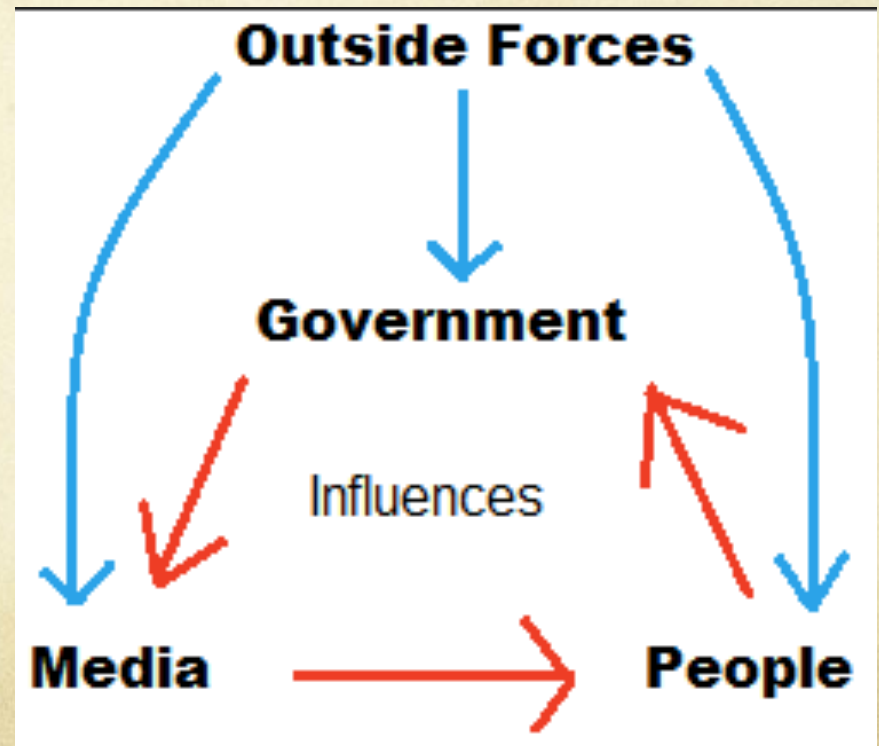
FROM THIS DATA...

- [Many in U.S. Want Texting at the Wheel to Be Illegal](#)
- Getting public opinion and people talking affects the government.
- HOW?

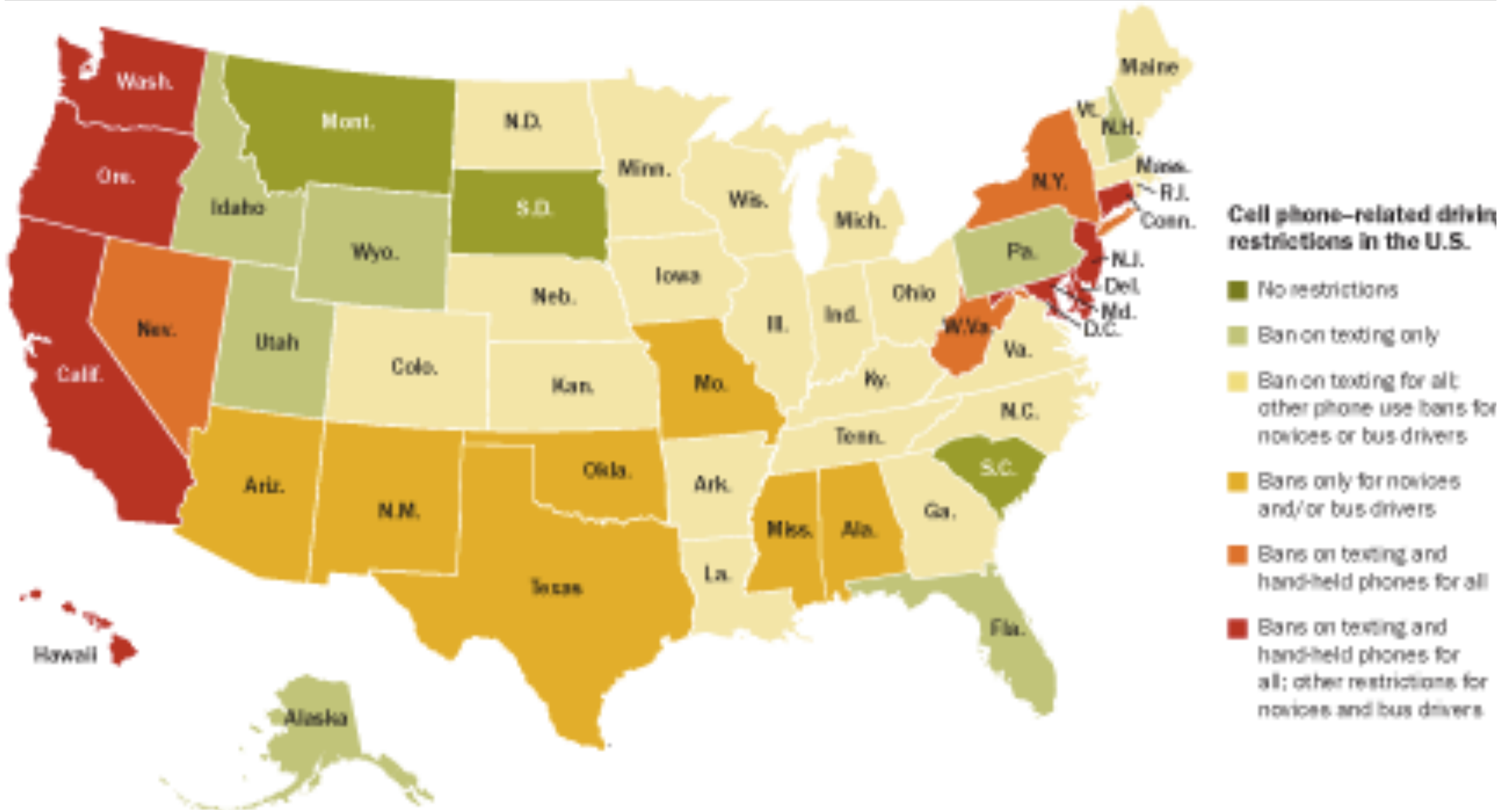


FROM THIS DATA...

- 1. Problems
- 2. Public opinion
- 3. Media coverage of topic
- 4. **AGENDA SETTING**: a very powerful influence of the media - the ability to tell us what issues are important.
- 5. Government Attention
- 6. Government Action



STATE MAP



The Fourth Branch of Government

- Fourth branch of government refers to a group that influences the three branches of government (legislative, executive and judicial).
- Such groups can include the media (an analogy for the, the people, and interest groups

2008 vs. 2012

- www.mediabistro.com/alltwitter/files/2012/01/the-social-campaign-infographic_1000.jpg

Before you go... (pack up)

- In your own words, how would you define media?
- Do you believe the media is bias?
 - What is bias?
 - Defend your answer with 2-3 points
- REMINDER: Test Friday, Oct 3
 - Review Packet Due
 - Vocab Unit 2 Due, too