

Warm Up: 1/23

WARM UP ACTIVITY

- What do you feel the role of media is in society?
 - Do you think that media plays a more positive or negative role in people's lives?
- Argue which forms of media you believe are most influential toward public opinion?
 - What makes this form of media more influential than others?
- Do media have a responsibility to guide society in a direction of progress? Justify.

LESSON ESSENTIAL QUESTIONS

1. What is mass media and how does it influence politics?
2. Where do most people get their news?
3. How has media changed over time?
4. How are media and interest groups interrelated?

Scenario Activity

In February of 2015, the British Broadcasting Company published an article entitled "[US at risk of mega-drought future](#)," predicting that by the end of the 21st Century, the American South-west and plains may experience decades (40-80 yrs.) long droughts as a result of drastic climate changes. While many past scientists have considered this a possibility, recent climate trends have provided more evidence than ever before, nearly guaranteeing a difficult future for Americans.

All the while, the US government shames the democratic process with an epidemic of the hyper-pluralist interests of businesses, unions, interest groups and lobbyists. The insatiable investments of elitists seems to have overshadowed the popular sovereignty of the people. Thus, the nation sits in its most divided state since the Civil War, with party dealignment increasing and trust in the government waning.

As junior officers in your newly elected legislative positions, you have the opportunity to present new perspectives and ideas to the political arena. In light of the scientific findings on climate change, the nation depends heavily upon new conservative and liberal bi-partisanship and coalition cohesion.

As members of this new and influential group of legislators, you are faced with unifying Congress to prepare for the crisis ahead:

- 1. Independently:** Brainstorm specific strategies to compromise both liberal (big government) and conservative (small government) ideologies on this crisis.
- 2. Group:** Work together to come up with a collaborative 5-10 step plan to unify the liberals and conservatives of the legislature to prepare for the crisis.

Warm Up: 1/26

WARM UP ACTIVITY

- What are the different forms of mass media?
 - Which ones do you feel are most effective at connecting people's needs to the policy agenda?

Grab a Chrome Book:

- Navigate to the course unit page:
- Click the link to the New York Times Article on Fake News
 - Carefully read the article and take notes on the case study's findings.

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Fake Media Critical Thinking & Discussion

Independently:

- Why do you think the fake news phenomenon is becoming such a significant problem in modern society?
 - What effects does this have on American democracy?
- Should people have such access to the freedom of press? Is there a limit to this right? If so, what should those limits be?

Fake Media Critical Thinking & Discussion

With your team:

- Discuss your perspectives on the questions you just answered.
- **Construct a guide for information literacy:**
 - How can you help media consumers determine REAL news/information from FAKE news/information?
 - Make a list or set of guidelines to follow

January 26th, 2017

Intro. to Mass Media

Intro. To Mass Media & Interest Groups

TODAY'S OBJECTIVE

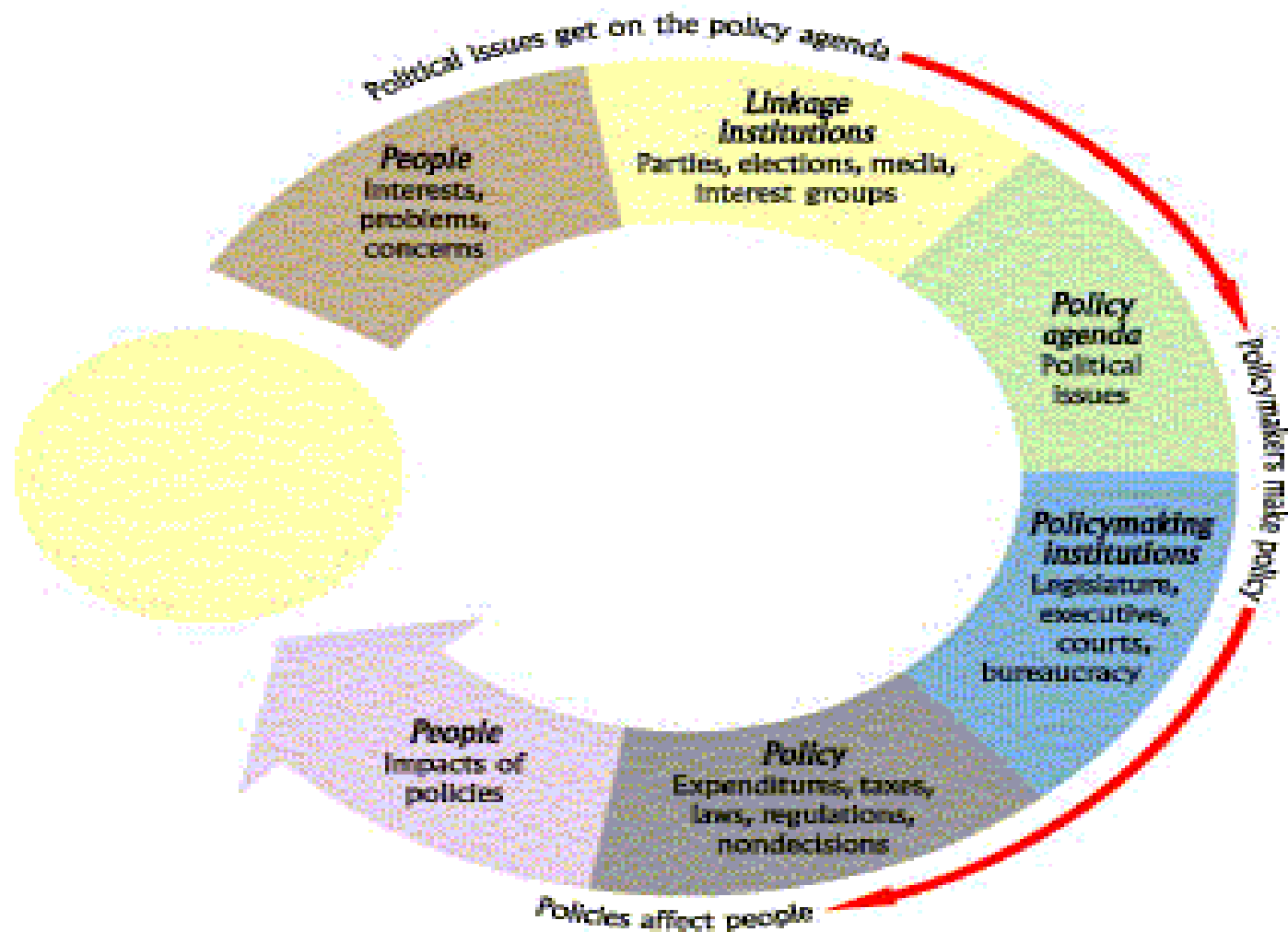
- Political scientists will, verbally and in writing, ***evaluate*** the role of media in politics and ***analyze*** the influences of interest groups on policy making.

Relevance: While people have the ultimate say in a democracy, media and interest groups have significant influence over who gets elected, what gets passed and how public opinion forms.

ESSENTIAL QUESTIONS

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Where are we on the policy wheel?



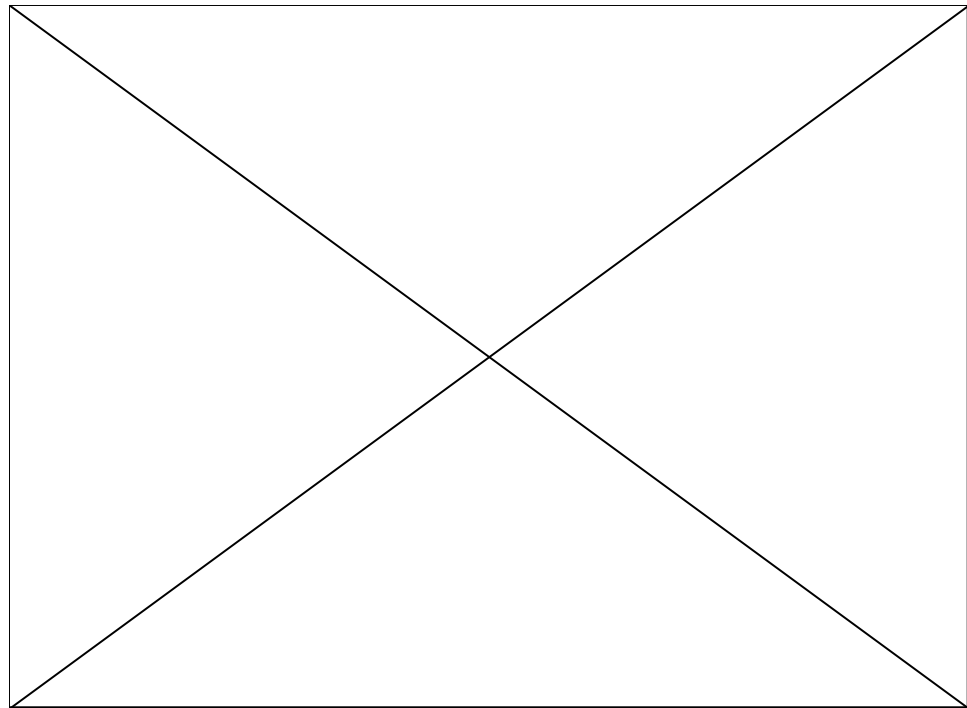
Media (Chapter 7)

Mass Media

- Media intended to reach a majority of the population
 - Print media – Newspapers and magazines
 - Broadcast media – Television, Internet, Radio

Media Events

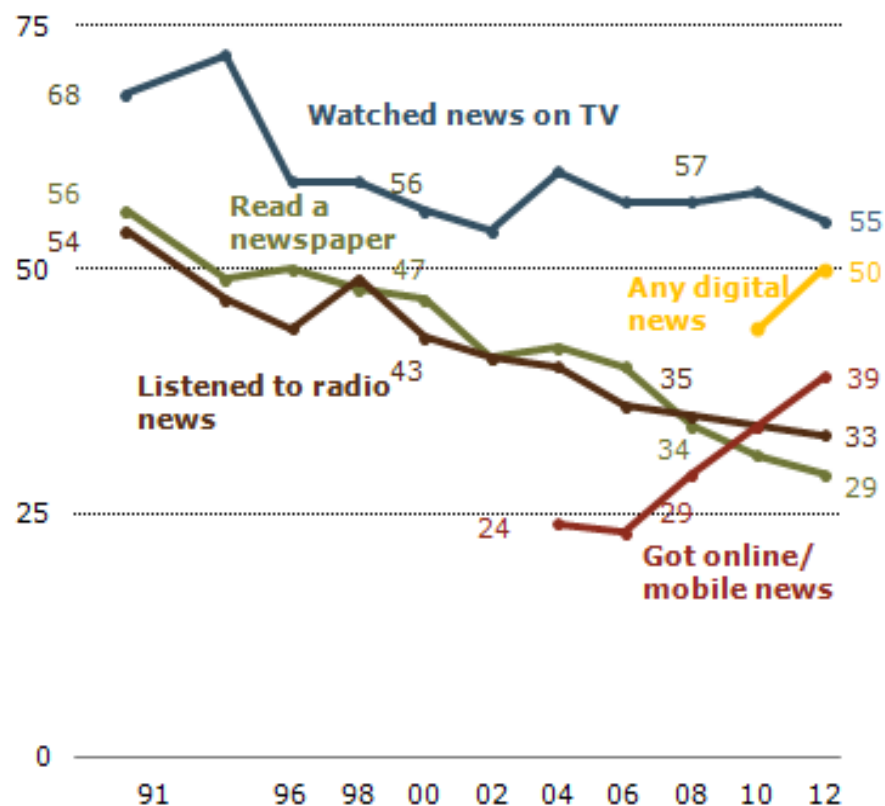
- Staged primarily for the purpose of being covered
 - Ex. Press conferences – meeting with a public official and reporters.



<https://www.youtube.com/v/z9CBpbuV3ok>

News Sources

Where People Got News Yesterday



PEW RESEARCH CENTER 2012 News Consumption Survey.
Q9, Q11, Q13, Q17, Q20 Q21, Q70, Q75, Q82, Q87.

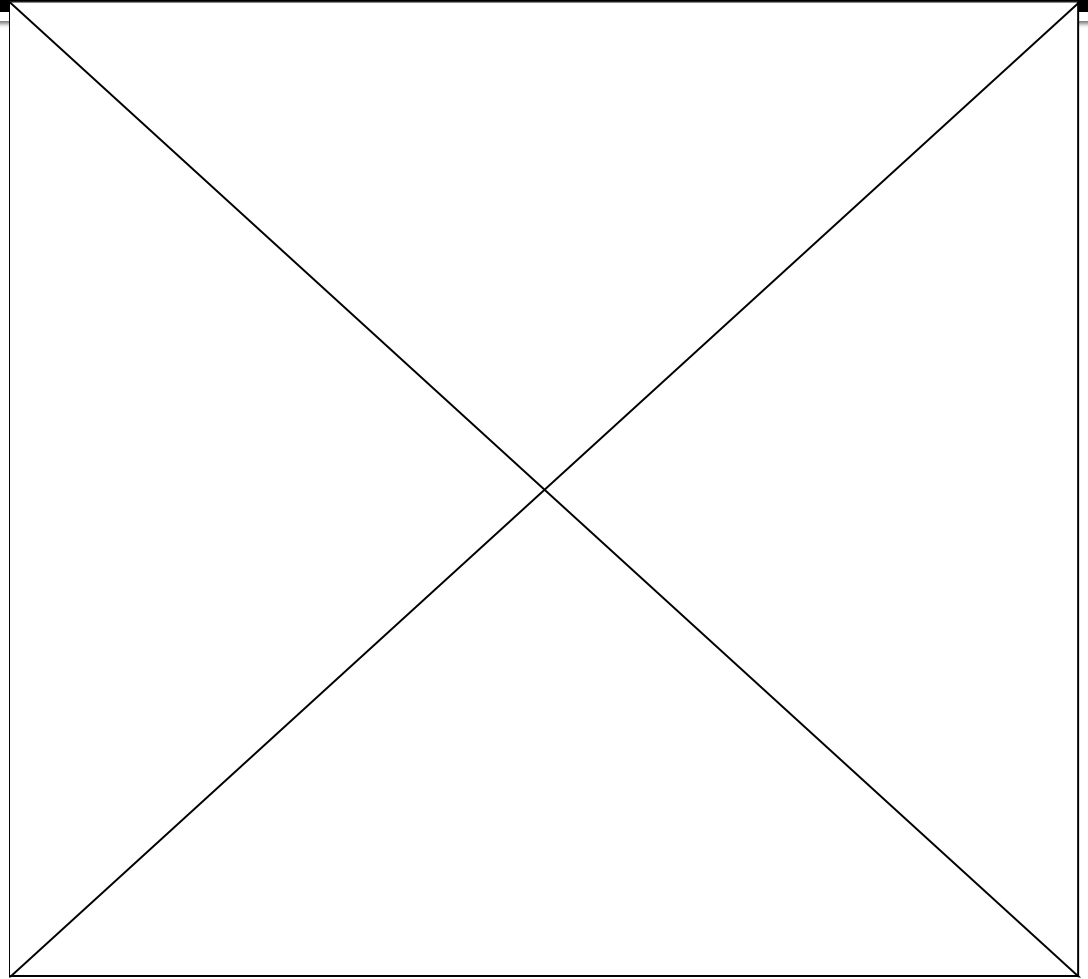
Just a Third of Young People Watched Any TV News Yesterday

	2006	2012	Change
<i>Watched news on television yesterday ...</i>	%	%	
Total	57	55	-2
18-29	49	34	-15
30-49	53	52	-1
50-64	63	65	+2
65+	69	73	+4

PEW RESEARCH CENTER 2012 News Consumption Survey.
Q13.

Investigative Journalism

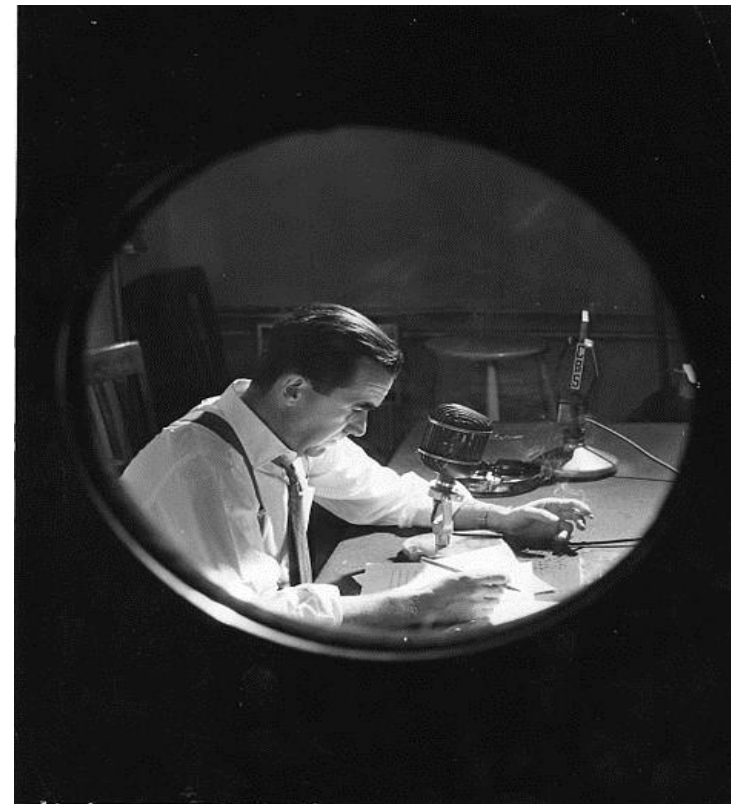
- The use of in-depth reporting to unearth scandals, scams, and schemes, which at times puts reporters in adversarial relationships with politicians
- **What are the benefits of investigative journalism?**
- **What are the disadvantages of investigative journalism?**



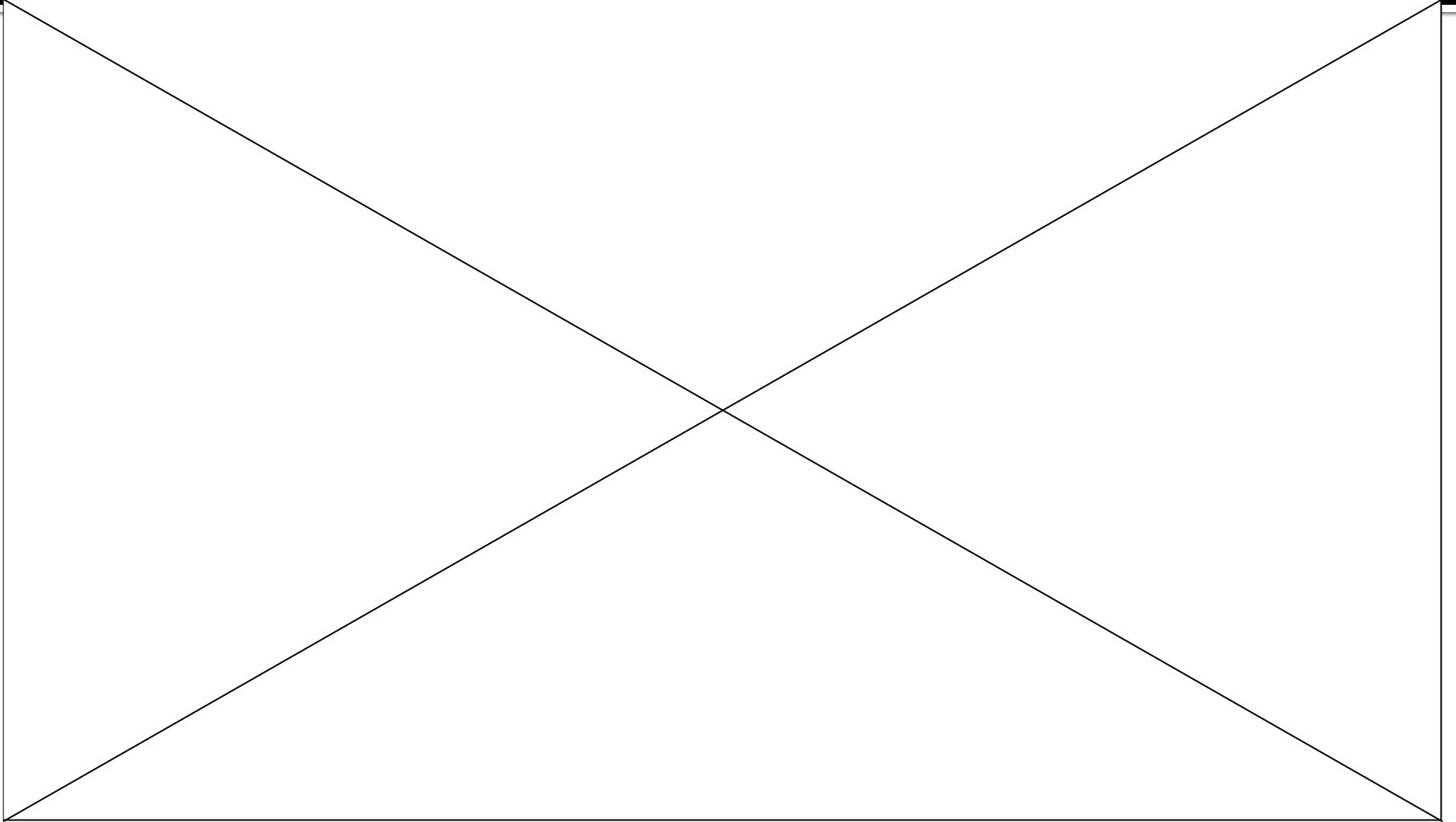
<https://www.youtube.com/v/TcL-AfhhsbM>

The Media vs. McCarthy

- **Edward R. Murrow**
 - Broadcast journalist for CBS News
 - Openly challenged McCarthy's "witch hunt" for communists
- His show, *See It Now*, presented a number of controversial issues of the 1950s
 - Focused on integrity & honesty of news casting
 - Called Sen. McCarthy for having no evidence for the people he was finding guilty of communist espionage



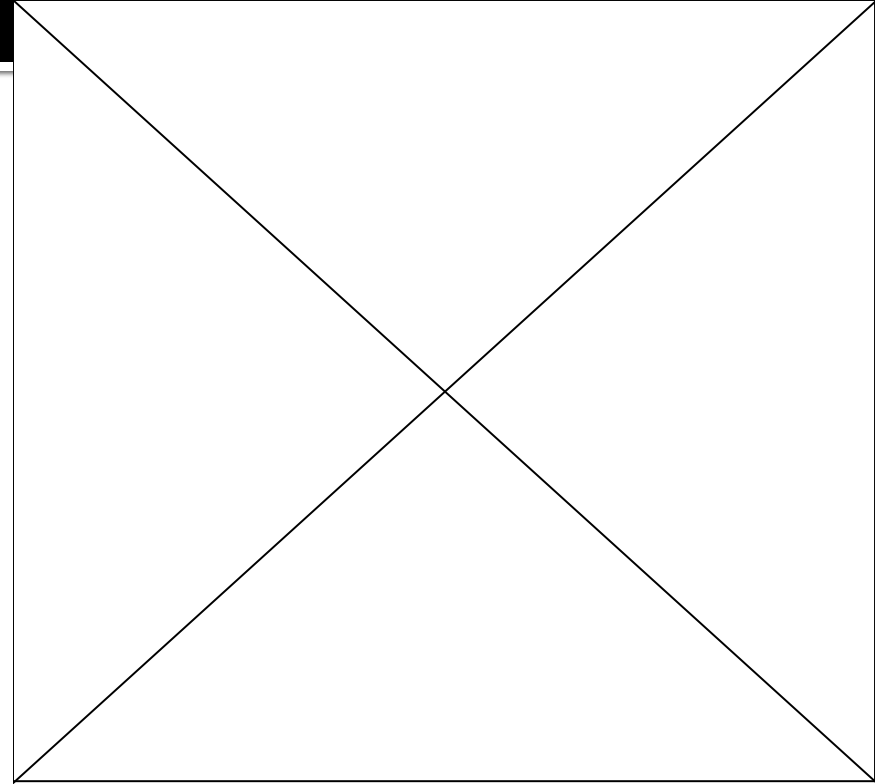
Edward R. Murrow



<https://www.youtube.com/v/vEvEmkMNYHY>

The Pentagon Papers

- The Pentagon Papers (1971)
 - 7,000 page document leaked by a military analyst to the NY Times
- Showed that the U.S. government had been dishonest about intentions in the Vietnam War
 - Kennedy, Johnson and Nixon administrations all intended to expand involvement in Vietnam/Asia, despite their claims
- Despite their classified status, NYT decided to publish them.



<http://www.youtube.com/v/F4kQG1bPf2k>

Critique

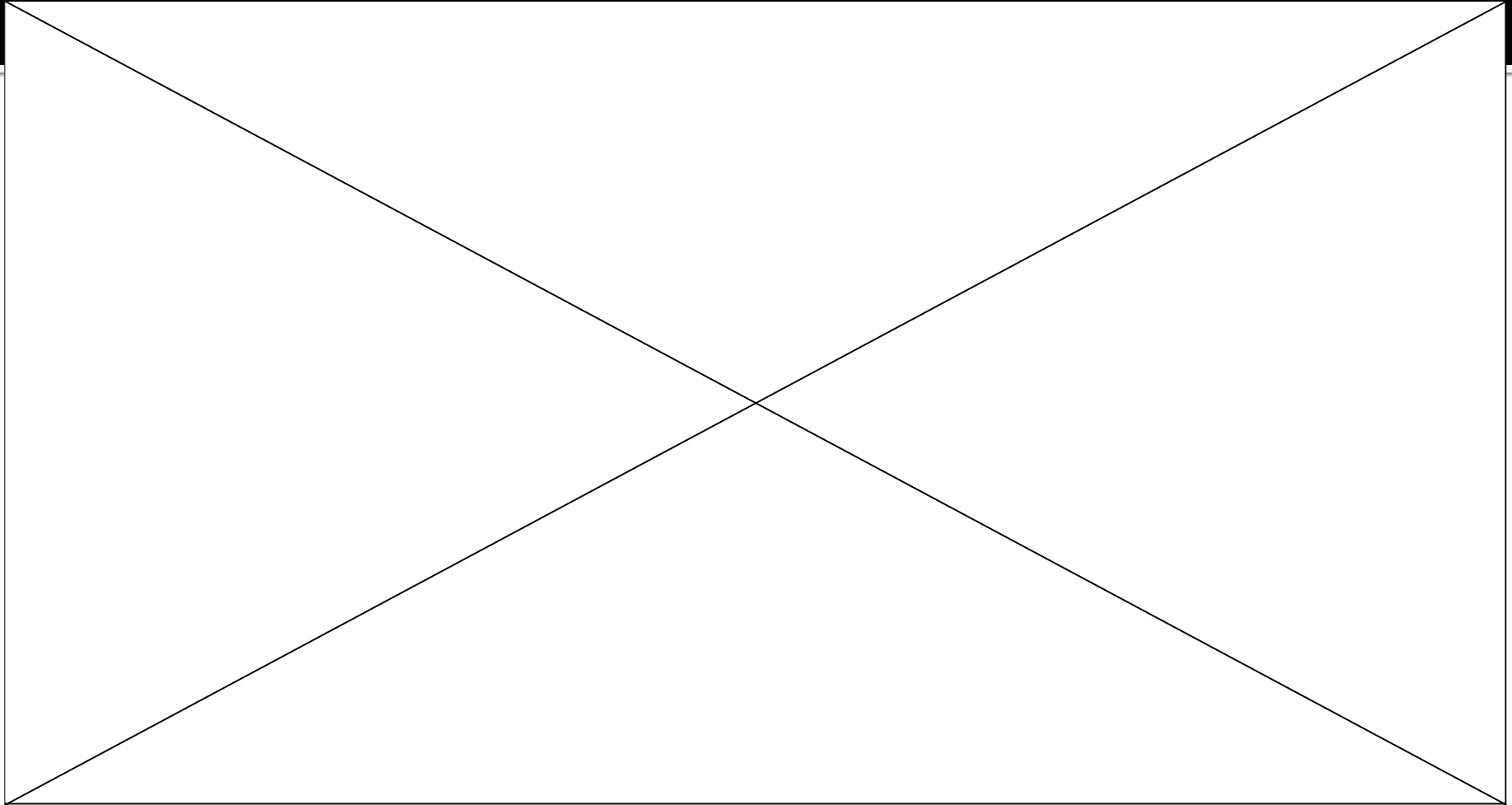
Do you think the press has a responsibility to publish classified information like this, even if it may be a threat to national security? Justify.

Government Regulation

- 1934 – **Federal Communications Commission (FCC)**
 - Regulates broadcast communication
 - Prevents near-monopolies
 - Control $\leq 35\%$ of broadcast media
 - Periodic examinations of the goals and performance of stations
 - a station must serve the public interest
 - Enforce rules concerning access to the airwaves for political candidates and office holders
 - Equal time rule
 - Right-of-reply rule



Media's Evolution



- How does the media's treatment of Clinton contrast with Ms. Lewinsky?
- How does social media impact current political events and the behaviors of elected officials?

https://www.youtube.com/v/H_8yoWLM78U