**Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Period\_\_\_\_\_\_\_**

**Government & the Media**

**Textbook: Chapter Sixteen**

**THE INFLUENCE OF THE MEDIA**

|  |  |  |  |
| --- | --- | --- | --- |
| **What is the mass media? (Linkage institution)** | | | |
| ***PRIMARY FUNCTIONS OF THE MEDIA*** | | | |
| **Entertainment** | **Surveillance** | **Interpretation** | **Socialization** |
| ***FORMS OF MASS MEDIA*** | | | |
| **Television** | **Radio** | **Newspaper** | **Internet** |

**THE MEDIA AND PUBLIC OPINION**

DOES THE MEDIA INFLUENCE PUBLIC OPINION?

YES NO

**THE MEDIA AND ELECTIONS**

|  |  |
| --- | --- |
| **SYMBIOTIC RELATIONSHIP BETWEEN GOV’T AND THE PRESS** |  |
| **ROLES**  **OF THE MEDIA** |  |
| **MEDIA INFLUENCES** |  |
| **THE MEDIA AND**  **VOTER CHOICE** |  |