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

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

**Government & the Media**

**Textbook: Chapter Sixteen**

**THE INFLUENCE OF THE MEDIA**

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| --- |
| **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** |  |