

The Media



How are people, or the
public, influenced and
informed?

Journal #8



What does media mean to you?
What kind of media do you
use? How much media do you
consume on a weekly basis?



- What is media?
- Roles?
- Purpose?
- How does it influence you and the public?

The Media

- Medium
- Means of communication
- Mass media
 - Communication mediums that reach many people



Sources of Media

- TV
- Newspapers
- Radio
- Magazines
- Internet
- Cellphones
- Social Media



Role of the Media

- Entertainment
- Gatekeeper
- Business
- Biased Source
- Agenda Setter
- Watchdog



Entertainment



twilight

hulu

You Tube

Gatekeeper

- Provides information
- Decides information for you
 - Business
 - Almost always biased



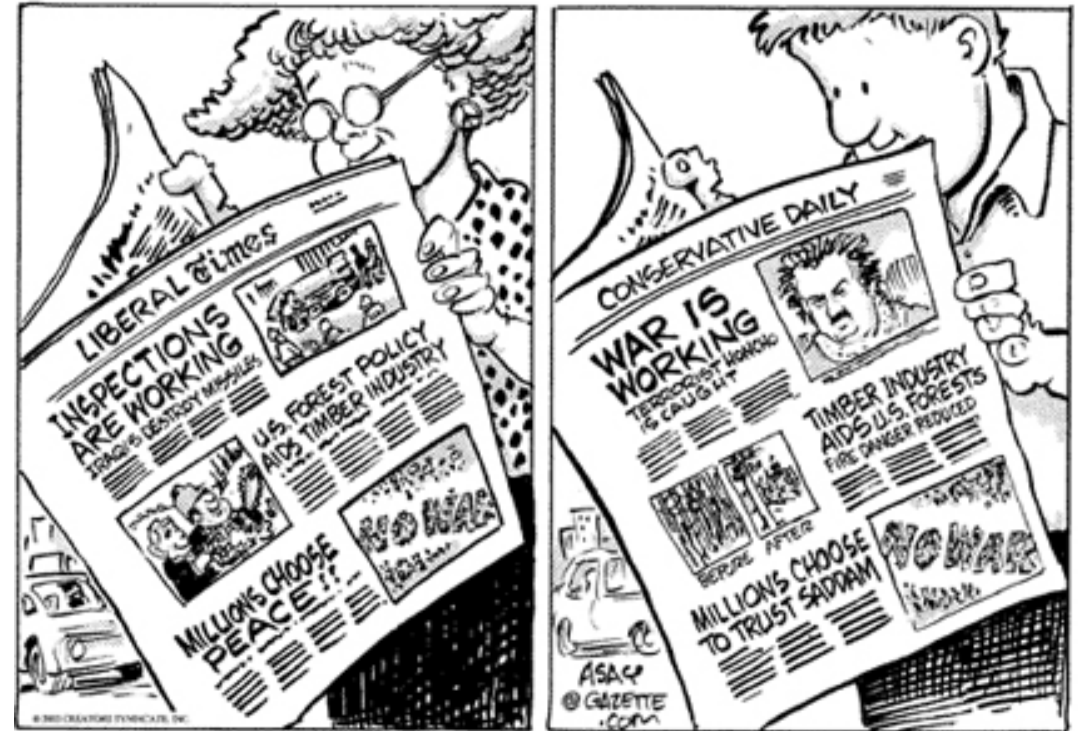
Business

- Media ain't free
 - Commercials
 - Advertisements
 - Can have economic-political ties



Biased Sources

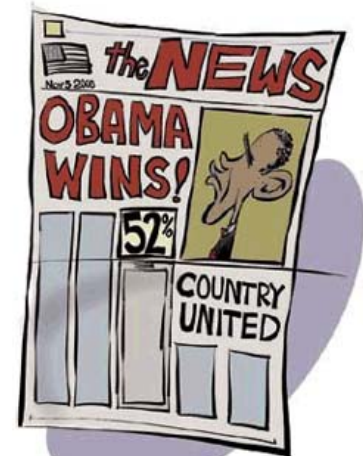
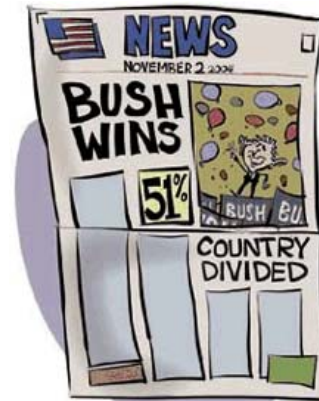
- Favoring one over another
- Political
- Economic tie-in





Agenda Setter

- Build awareness
- Can set public agendas
 - Influence public opinion
→ public policy
- Controversial → propaganda?

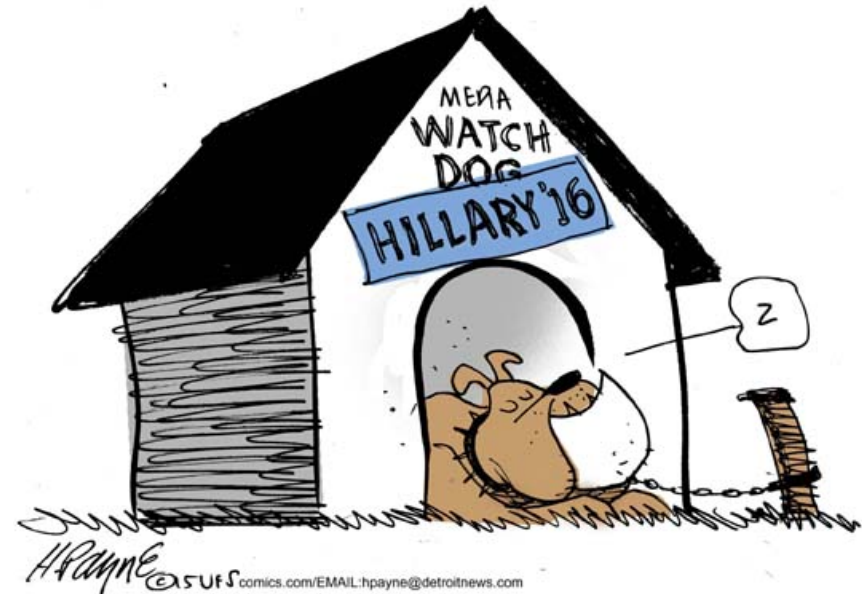


ERIC ARON
© NEWS.COM
GAGLESCARTOONS
FURNOSDIAPYRPH

Watchdog

- Watches government and others in power
- Exposés
 - Ex. 20/20 & 60 Minutes

<https://www.youtube.com/watch?v=9Z09r1Jvavk>



**Can the media be used
to serve a specific
purpose?**

- Too much media?
- Distracting?

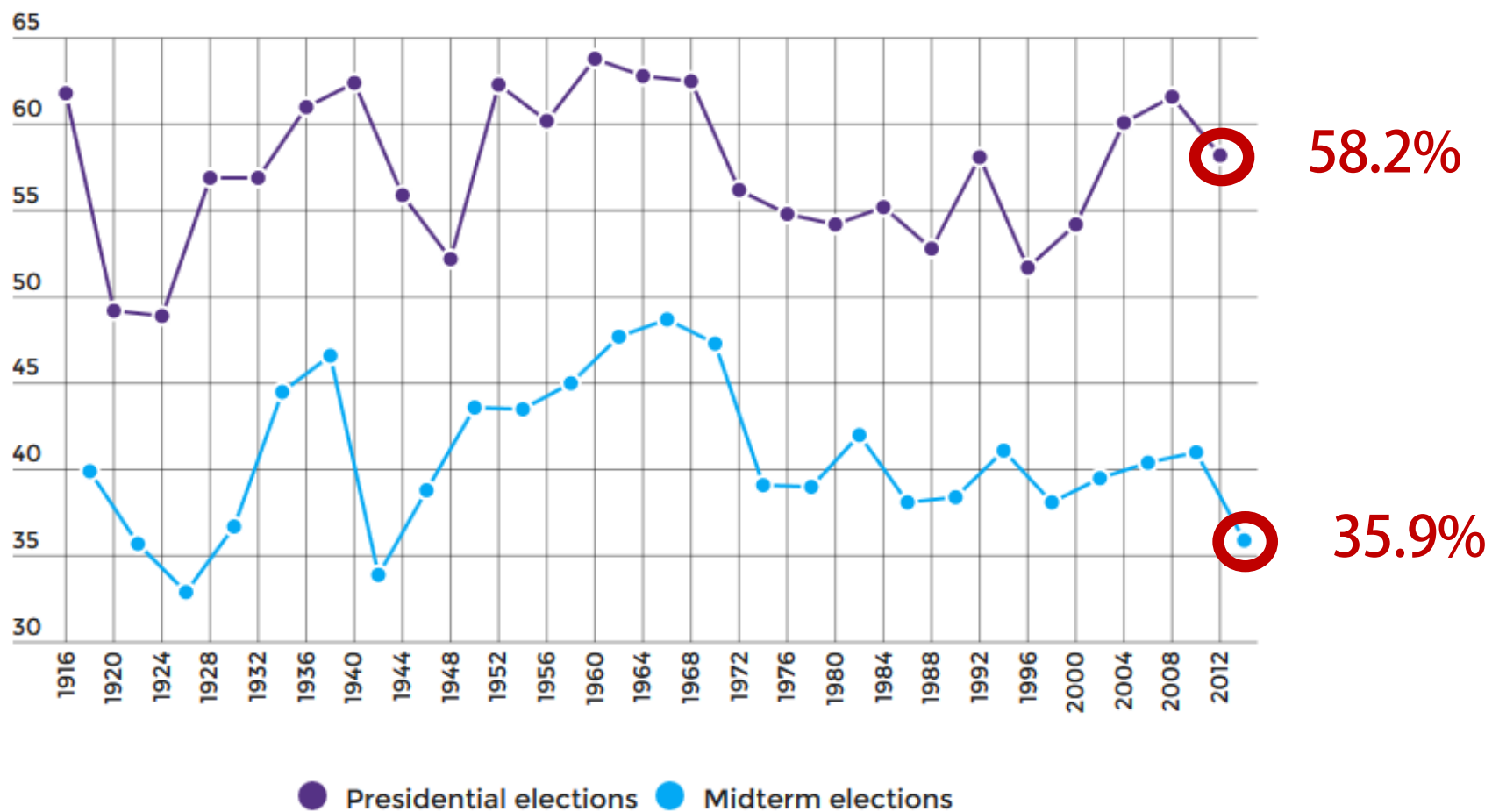
“Bread and Circuses”

- Maintain/gain public approval through distractions and not public policy

**Is the public informed
enough to take part in
our democratic process?**

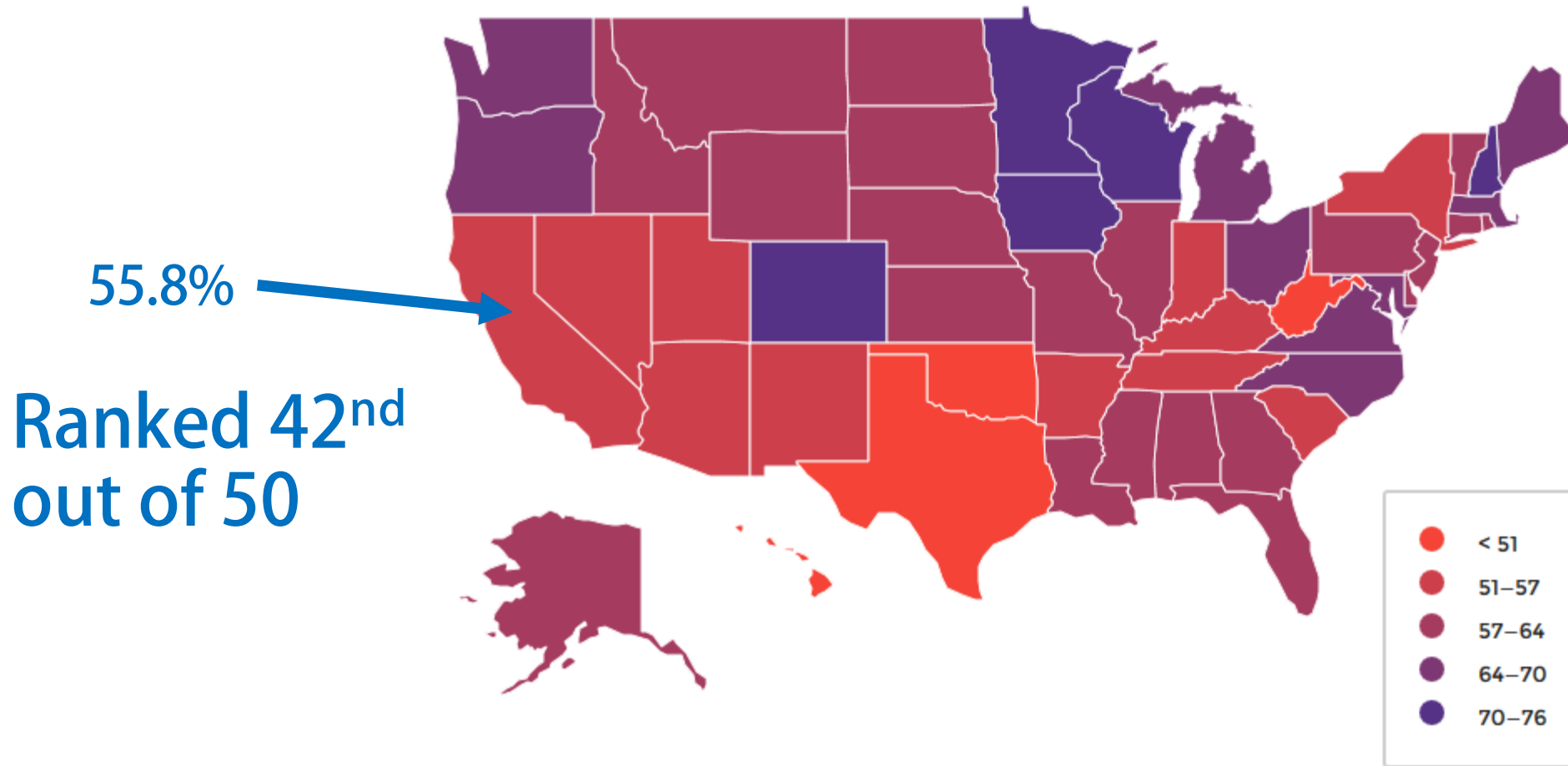
**Are people too stupid to
make informed decisions?
Or just don't care?**

Voter Turnout Rates, 1916 - 2014



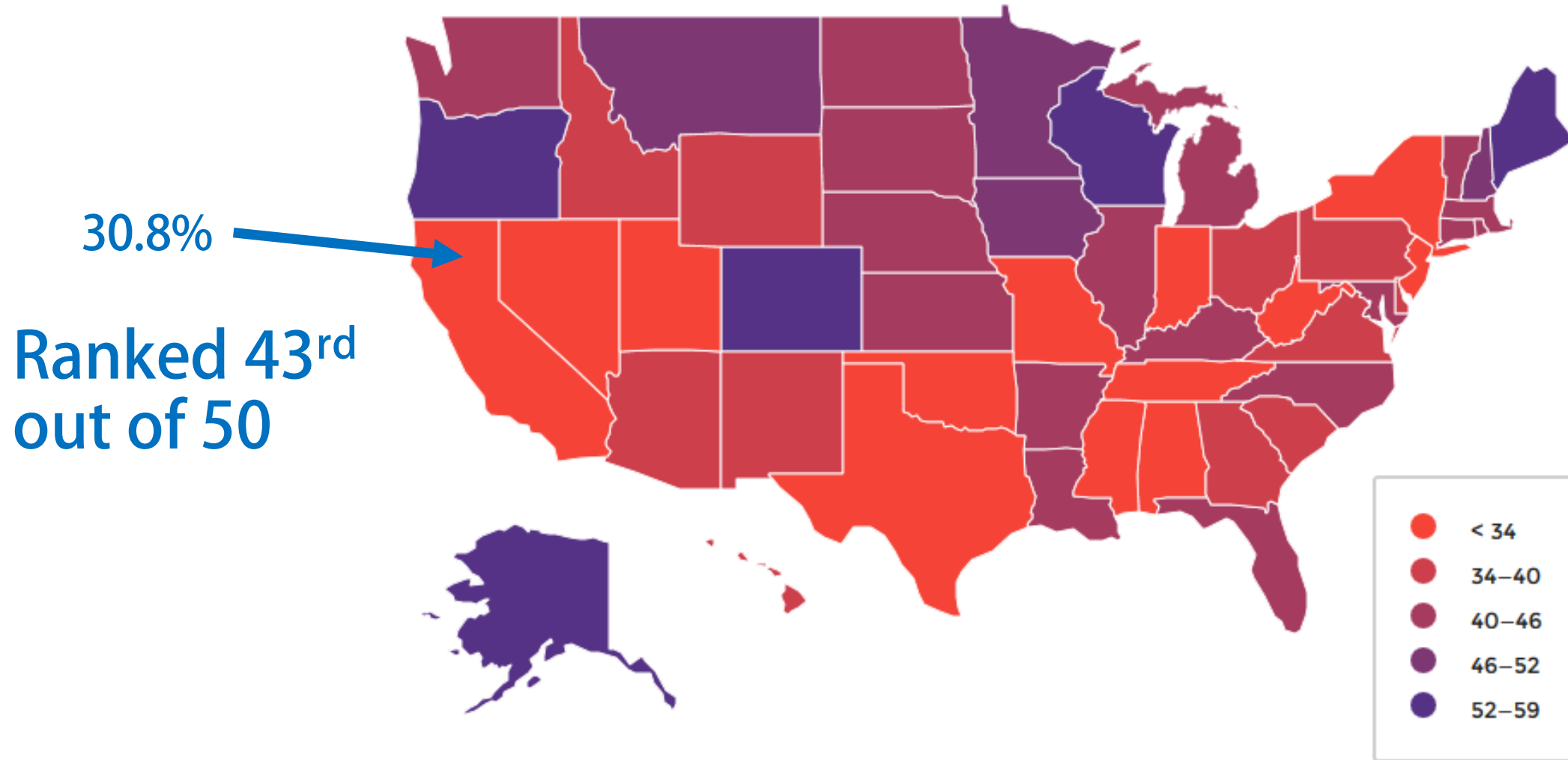
National estimates of voter turnout expressed as a percentage of the voting eligible population.

Voter Turnout 2012 Elections



Percentage of eligible voters (based on estimated adult citizen population) who cast a ballot (for any office) in the November 2012 and 2014 elections. The higher a state's turnout, the more purple it appears.

Voter Turnout in 2014 Elections



**Are we being kept
complacent with
propaganda?**



**Does media promote or
suppress democracy?**