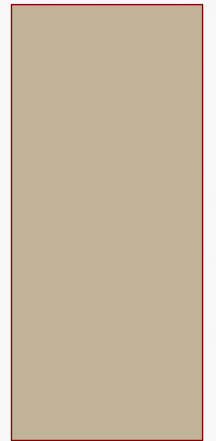


# SOL 9A

INFLUENCE OF THE MEDIA ON PUBLIC POLICY



## SOL CE.9A

- The student will demonstrate knowledge of how public policy is made at the local, state, and national levels of government by examining the impact of the media on public opinion and public policy.

# GUIDING QUESTIONS

- What influence do the media have on public policy and policymakers?

# THE MEDIA

- T.V., radio, newspapers, magazines, and the Internet are all ways of communicating with many people at once.
- Altogether these forms of communication are called **the media**.
- The media has a wide reach that provides the special ability to shape public opinion.
- By shaping public opinion, the media can influence public policy

# MEDIA INFLUENCE ON PUBLIC OPINION AND POLICY

- There are 4 roles of the media that we are looking at today.
- Focusing public attention on selected issues
- Offering a forum for expressing opposing views
- Holding government officials accountable to the public
- Enabling government officials to communicate with the public

# FOCUSING PUBLIC ATTENTION ON SELECTED ISSUES

- Daily issues that the media reports on become important to the public.
- Public concern puts pressure on officials to address issues.
- Issues that the media chooses to ignore often fade from the public agenda

# OFFERING A FORUM FOR EXPRESSING OPPOSING VIEWS

- The media gives people a way to discuss all sides of an issue
- Newspapers often print letters to the editor and opinion pieces from opposing views.
- News websites allow visitors to post their opinions on current issues.
- TV reports might have interviews with people having different opinions.

# HOLDING GOVERNMENT OFFICIALS ACCOUNTABLE TO THE PUBLIC

- Members of the media report on actions and voting records of public officials.
- The media also investigates and exposes wrongdoings.
- The public spotlight sometimes helps keep government officials honest and encourages them to act in the best interest of the people.
- Elected officials know that they can be voted out of office if their voters disapprove of their actions.

# ENABLING GOVERNMENT OFFICIALS TO COMMUNICATE WITH THE PUBLIC

- Government officials use the media to shape public opinion.
- They express their views to the public through speeches and interviews reported in the media.
- Officials have websites and issues press releases (statements) to gather public support of their opinions.
- Government officials also monitor the media to learn the direction of public opinion on issues.

## REST OF CLASS

- Work on your book/packet notes for 9abc
- Be ready for your notebook check tomorrow!!!!