

GOVERNMENT AP

Chapter 6: The Media

MERIDIAN NOTES

Vocabulary

1. Mass Media	The means of employing mass communication; often divided into print media and broadcast media.
2. Attentive Policy Elites	Leaders who follow news in specific policy areas.
3. Two-Step Flow of Communication	The process in which a few policy elites gather information and then inform their more numerous followers, mobilizing them to apply pressure to the government.
4. News-worthiness	The degree to which a news story is important enough to be covered by the mass media.
5. Market-Driven Journalism	Both reporting news and running commercials geared to a target audience defined by demographic characteristics.
6. Infotainment	A mix of information and diversion oriented to personalities or celebrities, not linked with the day's events, and usually unrelated to public affairs or policy; often called "soft news".



Figure 1: FCC Logo

7. Federal Communications Commission (FCC)	An independent federal agency that regulates interstate and international communication by radio, television, telephone, telegraph, cable, and satellite.
8. Gatekeepers	Media executives, news editors, and prominent reporters who direct the flow of news.
9. Horse Race Journalism	Election coverage by the mass media that focuses on which candidate is ahead rather than on national issues.
10. Media Event	A situation that is so "newsworthy" that mass media are compelled to cover it. Candidates in elections often create such situations to garner media attention.
11. Television Hypothesis	The belief that television is to blame for the low level of citizen's knowledge about public affairs.
12. Political Agenda	A list of issues that need government attention.

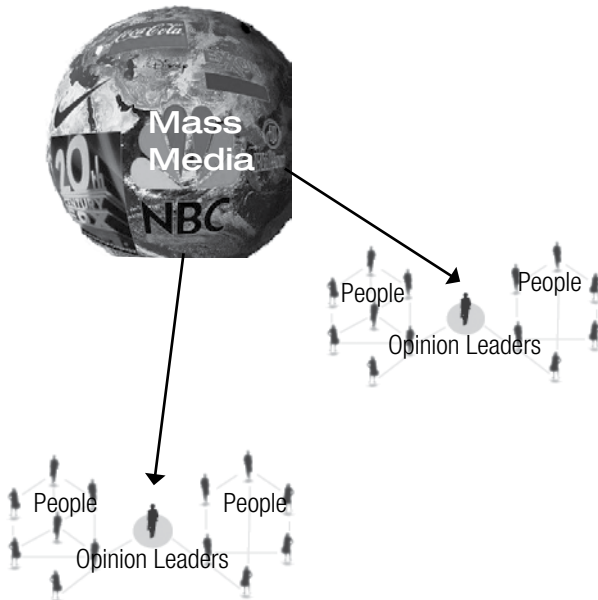


Figure 2: Two Step Flow Model

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