

Unit 5

Key Terms

Slander

- To Speak false statements or lies about someone that will damage a persons reputation.
- Spread False rumors about someone.



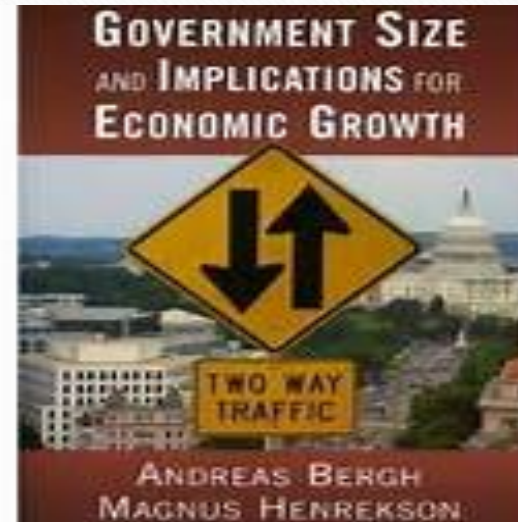
Public Opinion

- An aggregate of the individual views, attitudes, and beliefs about a particular topic, expressed by a significant proportion of a community. Some scholars treat the aggregate as a synthesis of the views of all or a certain segment of society; others regard it as a collection of many differing or opposing views.
- The Collective Opinion of many people
- I LOVE ONE DIRECTION!!!!!!!!!!



Public Agenda

The agenda-setting theory refers to a theory that the news media have a large influence on audiences by their choice of what stories to consider newsworthy and how much prominence and space to give them.





Print Media

***Printed, as distinguished from broadcast or electronically transmitted communications.**

***The print media include all newspapers, newsletters, booklets, pamphlets, magazines, and other printed publications. In the United States, at present, there are 1745 daily and 7602 weekly newspapers, and 64,000 magazi**



Mass Media

are diversified media technologies that are intended to reach a large audience by mass communications include newspapers, television, radio, films, books, magazines, and other forms of communication that transmit information to large numbers of people

Internet, Facebook, CNN, Fox News, CNBC, Radio

Libel

- Written lies about a person in order to ruin a persons reputation
- Notes, Stars, Celebrating Magazines spread lies about celebrates



Electronic Media

- Electronic media are media that use electronic or electromechanically energy for the end-user to access the content.
- INTERNET, CNN ON-LINE, RADIO, TELEVISION, RADIO.....



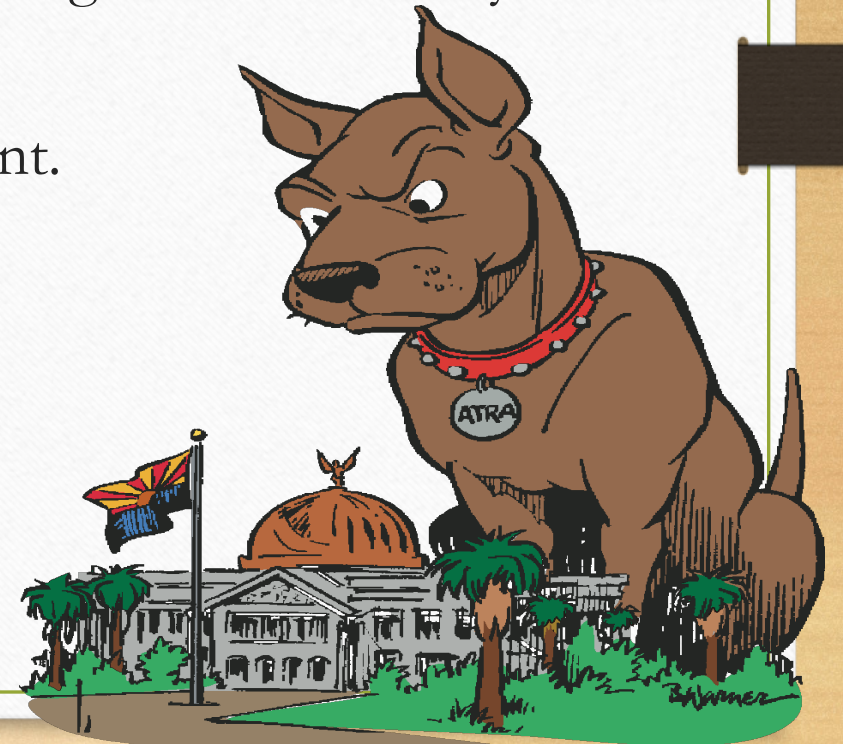
Censorship

- Is the suppression of speech or other public communication which may be considered objectionable, harmful, sensitive, religious, or adult content. It is used to censor material in order to protect children and prevent them from viewing or reading obscenity or inappropriate content.



Watch Dog

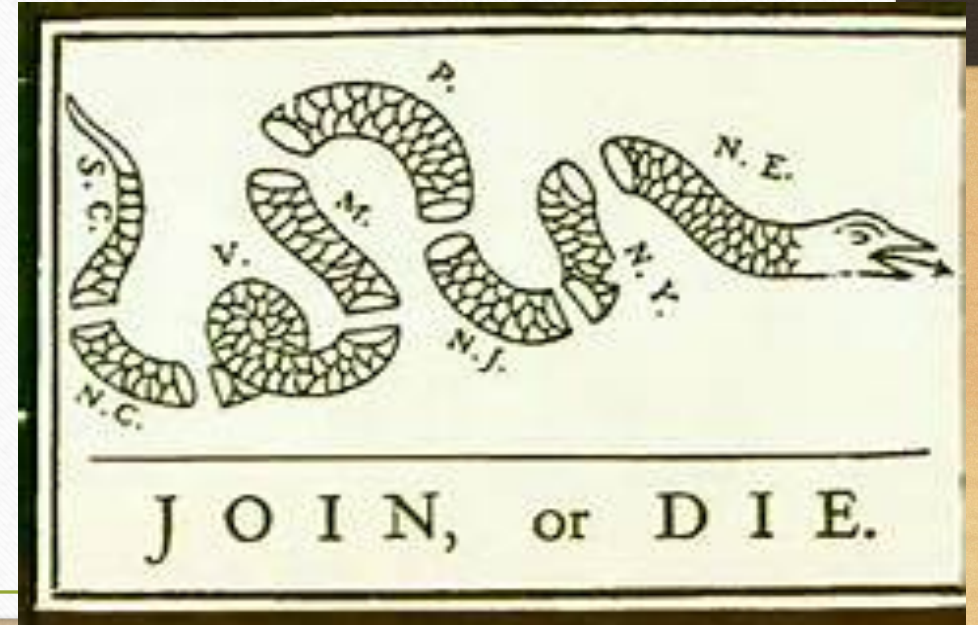
- A person or group that acts as a protector or guardian against inefficiency illegal practices.
- The Media acts like the Watch Dog of the government.



Symbolism

- The use of one object or action to represent or suggest something else. Broadly, the term symbolism may refer to symbolic meaning or the practice of investing things with symbolic meaning.

Political Party Symbols



Special Interest Group

- An interest group (also called an advocacy group, lobbying group, pressure group, however loosely or tightly organized, that is determined to encourage or prevent changes in public policy without trying to be elected .
- “An organization of people with shared ideas and attitudes who attempt to influence public policy.”



Propaganda

- Publicity to promote something : information put out by an organization or government to promote a policy, idea, or cause.



Political Communication

In political communication, we are broadly interested in the relationship between politics and citizens and the communication modes that connect these groups to each other. We examine how these forces interact with each other and affect one another.



Committees

- A **committee** is a type of small deliberative assembly.
 - group chosen to do task: a group of people appointed or chosen to perform a function on behalf of a larger group



Political Action

- action designed to attain a purpose by the use of political power or by activity in political channels; *specif*: such action by organized labor through recognized political means (as participation in party organization, in elections, and by lobbying)



Bias

- a tendency to believe that some people, ideas, etc., are better than others that usually results in treating some people unfairly. Some examples may be that you agree more with the republicans then the democrats so, you will agree more with the group or party you mostly relate to and think the other is always wrong.

How to Detect Bias in the News



Impact

To have a strong and often bad effect on (something or someone)

- The tax increase will *impact* low-income families the most.
- The poor economy is **impacting on** small businesses.

SOCIAL

IMPACT

Lobbying

·an organized group of people who work together to influence government decisions that relate to particular industry, issue, etc.

Advocating	Lobbying	
	Direct	Grassroots
Identifying, embracing, and promoting a cause	Requesting legislators to take action on specific legislation	Urging others to contact their legislator requesting action on specific legislation

Lobbyist

- A person who is paid by a lobby or interest group to represent that groups interest



Media

- Communication may be by radio, internet, television, newspaper, magazines, that reach or influence people widely: The media has been covering the government shut down and its effect on the community.





Monitoring

- A person or group assigned to supervise, observe, and detect.
- The media monitors the politicians and make sure that they are following the law.

