

## **The Role of Media- Sample Answers**

Directions: Use “The Role of Media” iCivics reading to answer the questions below.

### **What is “The Media”?**

1. What is “the media”?  
The source of news and information on current events.
2. What are examples of how the media communicates with large groups of people.  
Television, radio, internet, and cell phones

### **The Media as a Gatekeeper**

3. What is the role of a gatekeeper in the media?  
The media decides what stories to publish and what stories not to be shared with the public.
4. Why are the two reasons for gatekeepers in the media?  
The media is a business and is always biased.

### **Gatekeeper: “B” is for Business**

5. How does the media make money?  
The media makes money by selling commercials and having as many viewers as possible that see the advertisements.

### **Gatekeeper: “B” is for Biased**

6. What is bias?  
It means to favor one view over another.
7. How do biased opinions influence the media?  
Biased opinions may cause the media to share some stories instead of others or report stories in a way that is weighted toward one side.

### **The Media as Agenda- Setter**

8. How are issues addressed on the public agenda?  
The media needs to discuss the issues to be discussed in the public sphere.

### **The Media as Watchdog**

9. What is the role of the media as a watchdog?  
The media keeps watch on the government and people in power to protect the people by sharing what is happening behind closed doors.

### **The Media’s Audience: You**

10. What is the role of the public?  
The public is responsible for watching and responding to what the media is sharing in order to keep up with what is happening and to influence the media’s reporting.