

The Role of Media

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

What is “The Media”?

1. What is “the media”?
2. What are examples of how the media communicates with large groups of people?

The Media as Gatekeeper

3. What is the role of a gatekeeper?
4. Why are the two reasons for gatekeepers?

Gatekeeper: “B” is for Business

5. How does the media make money?

Gatekeeper: “B” is for Biased

6. What is bias?
7. How do biased opinions influence the media?

The Media as Agenda-Setter

8. What is the connection between topics the media discusses and issues on the public agenda?

The Media as Watchdog

9. What is a watchdog?
10. What is the role of the media as a watchdog?

The Media’s Audience: You

11. What is the role of the public?