**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**

1. What is the role of a gatekeeper?
2. Why are the two reasons for gatekeepers?

**Gatekeeper: “B” is for Business**

1. How does the media make money?

**Gatekeeper: “B” is for Biased**

1. What is bias?
2. How do biased opinions influence the media?

**The Media as Agenda-Setter**

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

**The Media as Watchdog**

1. What is a watchdog?
2. What is the role of the media as a watchdog?

**The Media’s Audience: You**

1. What is the role of the public?