

Instructions for Lecture Eleven

Hello Consumers of Social Media,

Where do your political opinions come from? Family? Friends? Work? School? *Social media*? (uh oh). Most people I think feel that media, advertising, and the like don't affect their view of the world, but IMHO that would be a pretty naïve way of looking at where the public's opinions actually develop. The media has a powerful influence on our political opinions, and some scholars say that influence grows by the day. So, let's have a look at this beast we call mass media and ask: Is this a primary or merely a reinforcing mechanism for helping us to formulate our worldviews?

Lecture 11. Public Opinion and the Mass Media.

Task 1: Read these instructions.

Task 2: Read Heineman, Chapters 7 and 8 (pp. 75-101); Stevenson, Chapter 10 (pp. 189-206).

Task 3: Watch the lecture presentation "Public Opinion and the Mass Media." (the good news: only 3 more boring lectures left)

Task 4: Read the article for your journal response. You can find the question on the link titled "Lecture / Discussion Page" highlighted in yellow. After completing the response, you will have until the date posted on the assignments page to upload it to Canvas.

Task 5: Open the link for the video and watch *United States of Distraction*. Ever wonder how "fake news" got started? It wasn't with Trump. Watch and absorb people!

Task 6: Click the link titled "Discussion Board Question and Peer Responses for Video Presentation" and answer the question that I have posted in approximately one paragraph or two. Wait for other students to put their responses and then pick two students to respond to. The deadline for these responses will be posted on the Canvas assignments page. Don't be late....

Folks, we are heading into the final stretch, just 3 more lectures, over 3 more evenings and then....finito!

Peace out,

Kropf

A close-up portrait of Morpheus from the movie The Matrix. He is bald, has a serious expression, and is wearing his signature black sunglasses. The background is a blurred greenish-grey.

WHAT IF I TOLD YOU

**THE MASS MEDIA'S BEEN
DISTRACTING YOU?**

makeameme.org

POLSC 120 Introduction to Politics

Public Opinion and the Mass Media

1. Heineman – Chapters 7 and 8: Survey Research / Public Opinion, pp. 75 – 101.

