Big Idea Questions | Guided Notes | Areas of Concern
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Media As A Linkage Institution

- What is a linkage institution?
  - It connects ______________ to their ____________________
- Other examples?
  - ___________________________________________________________________
- How is the media a linkage institution?
  - By covering: polls, political officials, programs, and public policy

How Does The Media Impact Politics?

- The media covers policy and cover specific issues
- The media focuses more on ______________ than campaign issues
- Rarely does the media cover an entire speech, rather ________________
  ________________ are often used
- “______________________________” - focus on polls, rather than issues
- The President and other high ranking government officials have _______ ________________
  - Meet with the press often, helps prepare the president for media addresses
- Media ________________ - different outlets may have different ideologies

Test Tips

- Multiple-Choice:
  - ___________________________________________________________________
- Free Response:
  - ___________________________________________________________________