

Media and Government



Agenda:

- 1) Review Learning Objectives and Essential Question
- 2) Quick Write
- 3) On the Fence
- 4) Sensationalism Video
- 5) Nearpod slides / poll questions
- 6) 3-minute essay

Quick Write

Take a few minutes to respond to the following prompt:

What is the most important part of the 1st Amendment?

On the Fence

- 1) Read the following prompt.
- 2) Pick a stance on the issue.
- 3) Take a few minutes to gather supporting evidence from article.
- 4) Move to the corresponding side of the room.

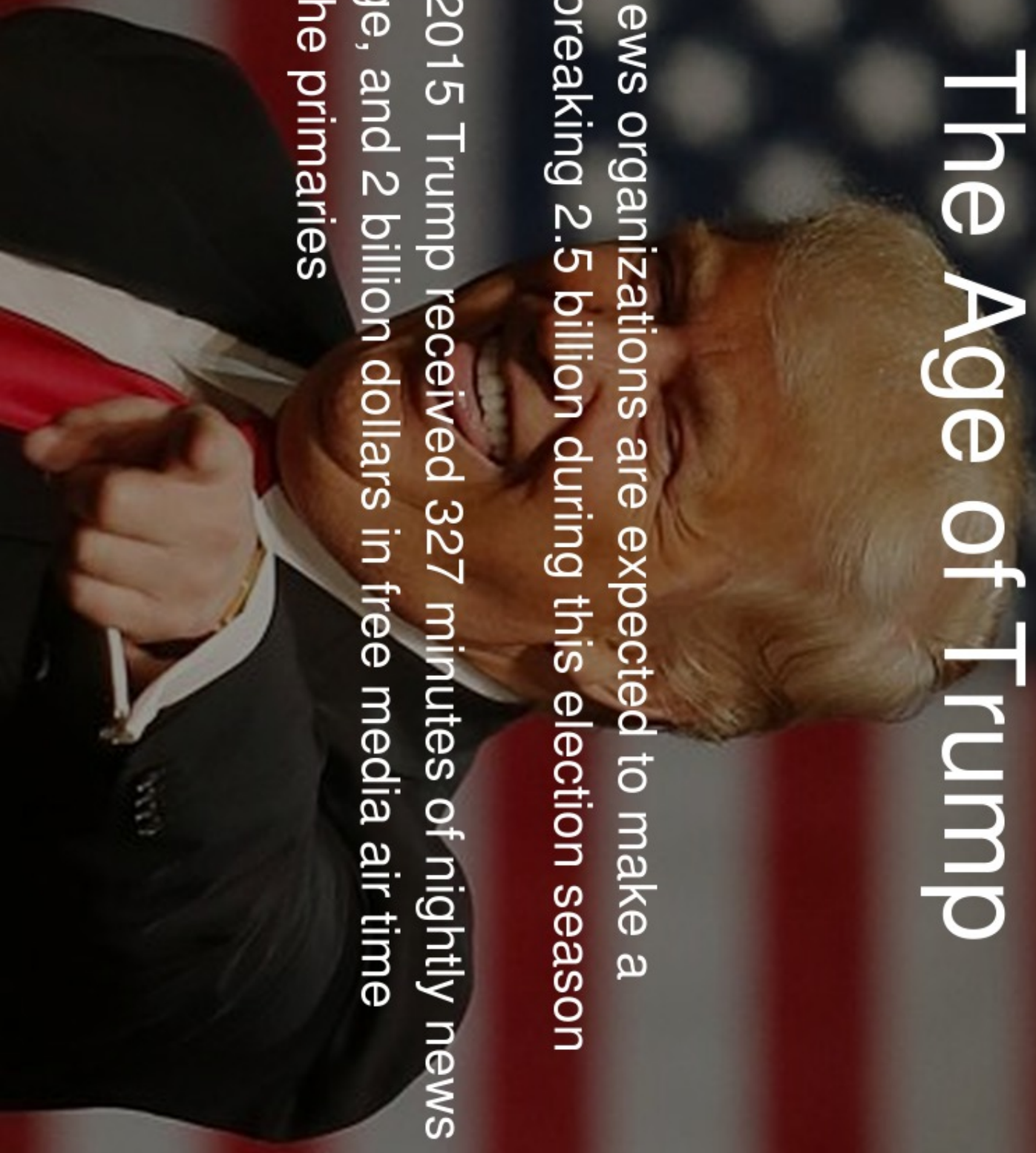
On the Fence

Should the media be regulated or does the 1st Amendment provide them with the freedom to say and do what they want?

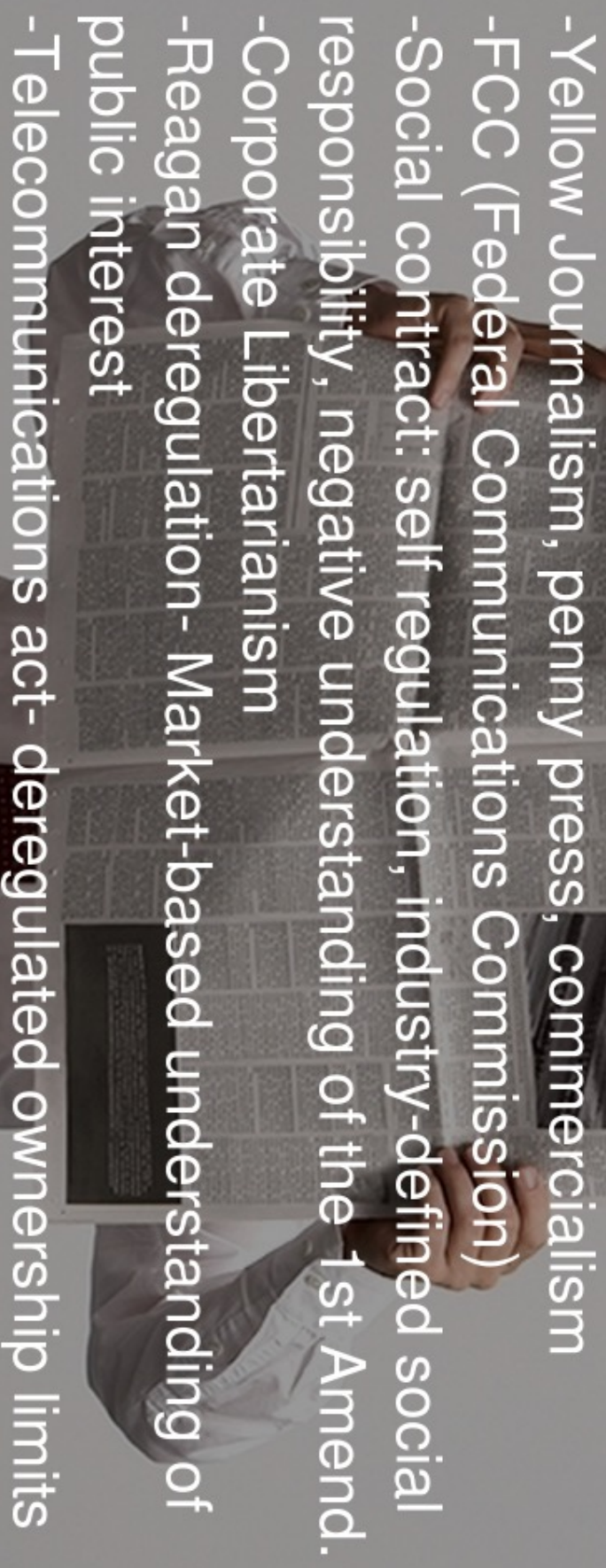
The Age of Trump

Cable news organizations are expected to make a record-breaking 2.5 billion during this election season

During 2015 Trump received 327 minutes of nightly news coverage, and 2 billion dollars in free media air time during the primaries



History of Media

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- A person in a white shirt is reading a newspaper. The newspaper is open, showing multiple columns of text and a small photograph. The person's hands are visible, holding the edges of the paper. The background is a plain, light-colored wall.
- Yellow Journalism, penny press, commercialism
 - FCC (Federal Communications Commission)
 - Social contract: self regulation, industry-defined social responsibility, negative understanding of the 1st Amend.
 - Corporate Libertarianism
 - Reagan deregulation - Market-based understanding of public interest
 - Telecommunications act - deregulated ownership limits

History and Media

How has the attitude towards the role of media changed throughout American history?



Poll

Does the media have a public interest obligation to provide accurate and diverse information?

- Yes
- No
- Unsure

Poll

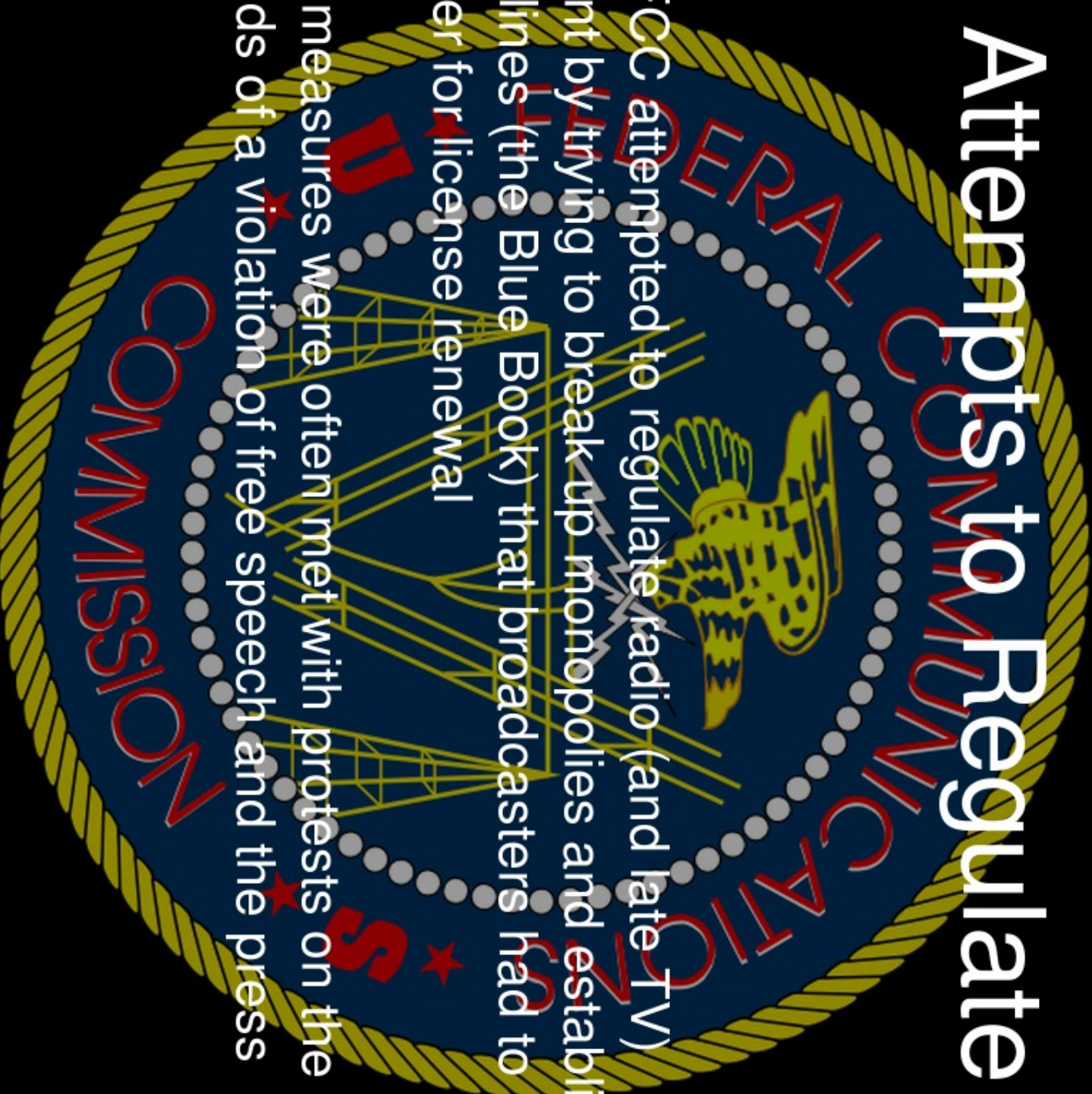
Who/what is to blame for sensationalism in the media?

- Consumers
- The media
- Lack of government regulations

Attempts to Regulate

The FCC attempted to regulate radio (and late TV) content by trying to break up monopolies and establishing guidelines (the Blue Book) that broadcasters had to meet in order for license renewal

Such measures were often met with protests on the grounds of a violation of free speech and the press



Poll

Does the 1st Amendment protect the use of false information?

Yes

No

3-minute essay

Take a 3 minutes to respond to the following prompt:

In your opinion, what is the role of the media? Given the conflict between the media's commercial interests and their public service responsibilities, what solution or alternatives, if any, do you feel are necessary to remedy the problem?