

LINKAGE INSTITUTIONS: THE MEDIA

<p>What factors help shape public opinion? Is this the same as political socialization?</p>	<p>How do we measure (or know) public opinion?</p>	
<p>What is mass media? Where do we get our news and knowledge?</p>	<p>How has the public's use of media changed over time? For different age groups?</p>	
<p>What are some of the benefits of the media?</p>	<p>What are some of the limitations of the media?</p>	<p>What are some of the dangers of the media?</p>
<p>TECHNIQUES</p>		
<p>Selection/Omission</p>		
<p>Headlines</p>		
<p>Images and captions</p>		
<p>Word Choice and Tone</p>		
<p>Sources</p>		

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TECHNIQUE	FROM THE LEFT	FROM THE RIGHT
<p>Selection/Omission:</p> <p>What parts of this event might you choose to highlight or ignore in your story?</p>		
<p>Headlines:</p> <p>Can you come up with two different headlines for this story?</p>		
<p>Images and captions:</p> <p>What different pictures could you show to help spin this story?</p>		
<p>Word Choice and Tone:</p> <p>How would you tell this story?</p>		
<p>Sources:</p> <p>What additional data would you include in this story? Where might find a study to cite?</p>		