***Intro to Mass Media***

1. What is Mass Media? Find 3 different definitions:

1.

2.

3.

2. Why is it so important to study Mass Media now more than ever? (visit several sites to get a good understanding if needed).

3. What are the most commonly accepted ways to transmit Mass Media messages? (forms of mass media)

4. Visit the following website: www.aber.ac.uk/media/Students/klh9803.html

Read the article and identify 3 ways this information applies to kids and schools.

1.

2.

3.

5. What is bias? (be sure to understand the definition you find).

6. Who is the president of Newscorp (Fox News)?

7. What are his political affiliations and/or beliefs?

8. Who is the founder of CNN?

9. What are his political affiliations and/or beliefs?

10. How might the opinions of Fox’s founder affect media coverage and potential bias?

11. How might the opinions of CNN’s founder affect media coverage and potential bias?