

Unit 5 POLITICAL PARTICIPATION
5.12 The Media

Room 2B HIVE
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ESSENTIALS

Traditional news media, new communication technologies and advances in social media have profoundly influenced how citizens routinely acquire political information, including news events, investigative journalism, election coverage, and political commentary.

The media's use of polling results to convey popular levels of trust and confidence in government can impact elections by turning such events into "horse races" based more on popularity and factors other than qualifications and platforms of candidates.

1. What is the underlying idea of this cartoon? [Write your response like a claim statement]

2. Why does the media act like this? Does the media have any responsibility to be objective?
 - Traditional news media, new communication technologies and advances in social media have profoundly influenced how citizens routinely acquire political information, including news events, investigative journalism, election coverage, and political commentary.
 - The media's use of polling results to convey popular levels of trust and confidence in government can impact elections by turning such events into "horse races" based more on popularity and factors other than qualifications and platforms of candidates

Complete the CHART below:

TOP FIVE SOURCES OF NEWS	Traditional or New Sources	TOP Story TODAY

ANALYZING the DATA

1. Assess our top sources of news. Any surprises? Can traditional sources still compete? Explain.
2. How similar is the coverage across news sources? Do any carry the same story? How is that story covered differently?

DEFINE: Horserace Journalism

Find data and/or an authoritative voice from the last election cycle regarding the accuracy of polling to predict outcomes. What is the lesson?

Complete CHART

	POLLING % Before election		ELECTION OUTCOME		LESSON LEARNED
2020 ELECTION	Winner	Loser	Winner	Loser	
2016 ELECTION	Winner	Loser	Winner	Loser	
2012 ELECTION	Winner	Loser	Winner	Loser	

When the media prioritizes polling numbers, does it help or hurt voters?

PRACTICE: ARGUMENTATION ESSAY

Money has always been the “mother’s milk of politics.” Yet most Americans are convinced that money is a corrupting influence in our democratic process. Choose a contemporary campaign finance limit and present an argument for why your limit is either correct or incorrect in addressing the perceived threat of money in the modern campaign.

In your essay, you must:

- Articulate a defensible claim or thesis that responds to the prompt and establishes a line of reasoning.
- Support your claim with at least TWO pieces of accurate and relevant information. At least ONE piece of evidence must be from one of the following foundational documents – Declaration of Independence, Federalist 10, U.S. Constitution
- Use a second piece of evidence from another foundational document from the list or from your study of the electoral process
- Use reasoning to explain why your evidence supports your claim/thesis
- Respond to an opposing or alternative perspective using refutation, concession, or rebuttal