

# The Mass Media & Analyzing Ads Activity

Chapter 11.2 Information &  
Activity

# Pop quiz 11

1. Which type of media is most influential today?
2. What does **prior restraint** mean?
3. What amendment protects the media?
4. What laws prevent reporters from revealing their sources?
5. Name 1 way the FCC regulates the public airwaves.

# Types of Media

## Print Media:

- Newspapers, mail fliers, magazines, books, billboards, etc.
- Number of print sources, especially newspapers, have greatly declined
- Very few rules & restrictions
- Even *libel* is very hard to prove

## Electronic Media:

- Television, radio, & the Internet
- *Public airwaves* are free and heavily regulated because of the limited number of stations
- Cable & satellite radio are by subscription so they have fewer restrictions.
- *FCC* regulates

# Freedom of the Press

- **Why is Freedom of the Press so important to our democracy? Give at least 2 reasons from the reading.**
  - Historical significance of John Peter Zenger case <http://classroomclips.org/video/614>
  - Guaranteed in the 1<sup>st</sup> Amendment
  - Allows for a “marketplace of ideas”
  - Prevents prior restraint. No level of government can exercise this power in US. Very few exceptions!

# Media's Impact Today

- Most people get information from TV, but Internet sources are a close (and growing) second. Print sources are struggling today.
- Media sets the public agenda. Review examples.
- Today, candidates must be telegenic to win. If you look badly on TV, you usually lose ☹️.

## Dean Scream from 2004

- Media also plays a watchdog role...Come clean because they will find the skeletons in your closet...Ask Representative Anthony Weiner or AL Governor Robert Bentley.

# The Media is a Business

- What controls does our country place on the media?
  - Libel (Very difficult to prove)
    - False, Defamatory & Malicious Intent
  - Shield Laws
    - 31 states including NC have them, not US
  - FCC Rules
    - License renewal, no obscenity, Power to fine stations in violation
- Why do cable stations not have the same restrictions as network stations? (AM/FM vs. Satellite Radio, too.)

# The Media as a Business

- What is the goal of all US businesses?
- If the media is a business, how do they make money?
- Why would a company want to run ads on TV, radio, in newspapers, or on websites?
- How do companies that want to advertise know who is reading, watching, listening, etc.?
- Keeping this in mind, why do TV shows get moved or canceled?

# Using and Analyzing Ads

- What factors do companies consider when they decide when & where to run a television ad?
- Discuss target audiences.
- Review the propaganda techniques.
- What makes an ad effective or ineffective?
- View the ads in the link. Complete chart.



# **Analyzing Advertisements**

**After viewing each ad, complete chart. For the propaganda techniques, refer to p. 11 in notebook or p. 336 in textbook.**

<b>Product Advertised</b>	<b>Target Audience &amp; Explanation</b>	<b>Propaganda Technique Used</b>	<b>Effective or Ineffective? Why?</b>

# Assignment

- Read chapter 11.3 to complete the Special Interest Groups organizer for p. 18 of your notebook.
- Complete the Special Interest Group study for the top of p. 19 for tomorrow's activity.