MASS MEDIA AND CURRENT ISSUES TOPICS

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| MEDIA LITERACY |

1. MASS MEDIA: THE NEW MEDIA

1. Digital Technology and the Internet have forced a permanent and dramatic change to the way that individuals, societies and media providers communicate.

2. Essential qualities of the new media are asynchrony, narrowcasting, interactivity and convergence, as is best illustrated by smartphones with internet access to all forms of web media and applications.

Essential Questions

1. How will the Mass Media continue to change in our digital age?

2. What are the benefits of digital technology?

3. What are the harms of digital technology?

1. MASS MEDIA: MEDIA INFLUENCE and REGULATION

1. Although media companies are businesses and follow economic rules and laws, their programming can be both harmful and beneficial to society

2. All media is designed to influence its audience in some way; it would be boring if it did not.

3. Media content is always influenced by company interest, political affiliations and corporate sponsorship.

4. Individuals cannot engage in media exposure without being influenced by it.

Essential Questions

1. Who is responsible for media content?

2. How do advertising and propaganda affect society?

1. MASS MEDIA: THE NEWS

1. Internet culture is dramatically changing the way that individuals and society consume news media.

2. Digital technology and the internet are making the traditional newspaper obsolete and allowing the consolidation of news media under a few large companies.

Essential Questions

1. What responsibilities do individual citizens have to analyze and interpret news media content?

1. MASS MEDIA: THE INTERNET, TV, MOVIES and MUSIC

1. All audio/visual media is undergoing a process of convergence into an internet-based, multi-media form.

2. The internet has forced a great deal of revision to U.S. and international copyright law.

3. Wireless digital devices and increased availability of the internet is changing the television, movie and music industries.

4. Digital changes to traditional media forms have resulted in a substantial decrease in censorship.

Essential Questions

1. Do high levels of audio/visual media exposure hurt individuals, particularly children?

2. Does anonymity (through the internet) encourage freedom or abuse?

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| CURRENT ISSUES |

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| **TOPIC** | **DESCRIPTION** |
| **Law** | The making and breaking of laws has always been of interest to people. Famous trials, crimes and punishments, and current bills under consideration often spark controversy and are considered newsworthy. |
| **Sports** | Sporting events are a popular pastime in many countries. From the Olympics to a local Little League championship, fans want to know the latest about sports and the athletes who compete in them. |
| **Entertainment** | News about television and movie stars, famous musicians, popular authors, and the latest Broadway hit is of interest to many people. The everyday activities of celebrities are closely monitored by the media. |
| **Human Interest** | Heartwarming stories, new fashions, hobbies, pets, and humorous events make the news because they capture the spirit of everyday life. |
| **Culture** | Culture refers to the way people live, such as their language, their customs, their music, and their beliefs. Around the world people celebrate their cultures through art, religion, holidays, and traditions. |
| **Science &****Technology** | Scientific research, important discoveries, and technological advancements affect people around the world. Developments in the fields of communication, space exploration, chemistry, energy, biology, and environmental science are examples of this type of news. |
| **Health &****Medicine** | Developments in disease prevention and treatment, new fitness trends, nutrition and wellness information, and environmental factors that influence people's health are things people want to know about. |
| **Weather** | Weather conditions affect travel, crops, and daily routines. From cold fronts and droughts which cause inconvenience and hardship, to blizzards, tornadoes, floods, and hurricanes which can endanger human life, weather is an important and ever-changing news event. |
| **Politics &****World Leaders** | Government leaders make decisions that affect citizens in their own countries and in the rest of the world. Elections, treaties, trade agreements, and changes in government systems are examples of political news. |
| **War** | Throughout history people have struggled to change the circumstances of their lives through warfare. News about wars and acts of terrorism can sometimes make world peace seem like an elusive goal. |
| **Business** | Major corporations and small businesses can make decisions that have national and sometimes international impact. News about the stock market is an indicator of the health of the U.S. economy. |