**Name:**

**Date:**

**School:**

**Facilitator:**

8.04 Mass Media and Politics

**I. Political Processes and Television**

Answer the following questions using the information from the lesson and [“Political Processes and Television”](http://www.museum.tv/eotv/politicalpro.htm) article.

1. What has been the impact of the growth in coverage of televised political events?

1. How did television revolutionize the 1952 presidential campaign?

1. How are “soundbites” used in news coverage?

1. How has television influenced the candidate selection process?

1. To what degree does television impact politics today?

**II. Kennedy-Nixon Debate**

Answer the following questions about the 1960 debate using information from the lesson and commentary on the debate.

1. Why was the 1960 Presidential Debate significant?
2. Describe Nixon's appearance at the debate.
3. Describe Kennedy's appearance at the debate.
4. How did radio listeners differ from TV viewers in their assessment of the debate performance?
5. Discuss the impact television had on the 1960 Election and politics thereafter.

**III. 2000 Election Coverage**

Answer the following questions using the information from the lesson and “[The 2000 Elections: The Network Predictions; Media Rethink Urge to Say Who’s First](http://www.nytimes.com/2000/11/09/us/2000-elections-network-predictions-media-rethink-urge-say-who-s-first.html?pagewanted=all)” article.

1. What went wrong with the media coverage of the election of 2000?

2. Why did the networks make such a big error?

3. How did the media coverage impact the actions of candidate Gore?

4. How did exit polls play a part in the media coverage of the election?

5. What should change about the way networks report election results?

**IV. Winning the Media Campaign**

Complete the chart using the information from the lesson and “[Winning the Media Campaign](http://www.journalism.org/2008/10/22/winning-media-campaign/)” article.

|  |  |  |
| --- | --- | --- |
|  | Obama | McCain |
| 1. Favorable Articles
 |  |  |
| 1. Unfavorable Articles
 |  |  |
| 1. Level of media

Exposure |  |  |
| 1. Vice-Presidential nominees
 |  |  |
| 1. Overall tone of articles
 |  |  |

**V. Politics and the Internet**

Your generation has grown-up using the Internet for education, information, entertainment, and social relationships. You are also part of a very important voting-block. Write a paragraph explaining at least three ways a modern campaign should use the Internet to attract young voters. Be sure to include information from the lesson.