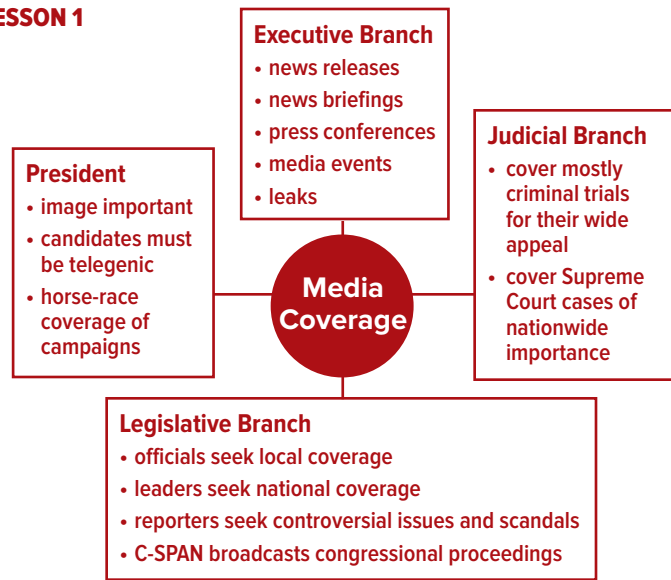


# STUDY GUIDE

## MEDIA RELATIONSHIP

### LESSON 1

Mass Media	
Government	Public
<ul style="list-style-type: none"> <li>relationship mutually beneficial; sometimes adversarial</li> <li>officials provide information for stories</li> <li>reporters provide opportunity for officials to distribute their message</li> </ul>	<ul style="list-style-type: none"> <li>condense and clarify complicated stories</li> <li>draw attention to important issues</li> <li>uncover problems in government</li> <li>coverage decisions help set public agenda</li> </ul>



## MEDIA PROTECTIONS

### LESSON 2

Protections
<ul style="list-style-type: none"> <li>First Amendment</li> <li>Freedom of Information Act</li> <li>Shield laws</li> <li>Privacy Protection Act</li> </ul>

## EFFECTS OF DIGITAL MEDIA ON THE POLITICAL PROCESS

### LESSON 3



## MEDIA COMPARISON

### LESSON 3

Traditional Mass Media	Electronic Media
<ul style="list-style-type: none"> <li>unidirectional</li> <li>professional journalists</li> <li>constrained by space and time</li> <li>limited by medium—print, audio, or video</li> <li>slow distribution</li> </ul>	<ul style="list-style-type: none"> <li>interactive</li> <li>diverse voices and views</li> <li>free of space and time constraints</li> <li>links to audio, video, maps, charts, more</li> <li>distributed in seconds</li> </ul>