

### **America through Multimedia Unit 3: Print, Mass Media, and Advertising**

| <b>LT #</b> | <b>Learning Target</b>                                                                                                                | <b>Location</b> |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| 3A          | I can define mass media and advertisement, and recognize the different forms they take.                                               |                 |
| 3B          | I can analyze how print, mass media, and advertising have evolved over time.                                                          |                 |
| 3C          | I can evaluate the key functions of mass media                                                                                        |                 |
| 3D          | I can define advertising and identify the types of advertising used today                                                             |                 |
| 3E          | I can analyze the overall effects of government regulation on advertising and the media                                               |                 |
| 3F          | I can describe the impact of advertising on American cultural values                                                                  |                 |
| 3G          | I can demonstrate how government uses regulation of mass media and advertising to influence American's perspective on current issues. |                 |

#### **3A. I can define mass media and advertisement, and recognize the different forms they take.**

- **Define essential vocabulary:**
  - **Mass media**
  - **Mass Communication**
  - **Print Media**
- **Essential Questions:**
  1. What is the difference between mass communication and mass media?
  2. What is the role of media in American culture today?

#### **3B. I can analyze how print, mass media, and advertising have evolved over time**

- **Define essential vocabulary:**
  - **Public forum**
- **Essential Questions:**
  1. What are the four roles media performs in our society?
  2. How have technological shifts affected the media over time?

#### **3C. I can evaluate the key functions of mass media**

- **Define essential vocabulary:**
  - **Functions of Mass Media**
    - **Information function**
    - **Interpretation function**
    - **Instructive function**
    - **Bonding function**
    - **Diversion function**
  - **Gatekeeper**
  - **Tastemaker**
- **Essential Questions:**
  1. Are gatekeepers and tastemakers necessary for mass media? How is new media helping to reimagine these roles?
  2. What ethical issues are created by gatekeeping function of the media?

#### **3D. I can define advertising and identify the types of advertising used today**

- **Define essential vocabulary:**
  - **Advertising**
- **Essential Questions:**
  1. What are the seven types of advertising mentioned in the book?

2. Which of these forms of advertising impact you the most and which of these forms of advertising impact you the least? Why? Be specific.

**3E. I can analyze the overall effects of government regulation on advertising and the media**

- **Define essential vocabulary:**
  - **Federal Trade Commission (FTC)**
  - **Advertising Stereotypes**
  - **Federal Communications Commission (FCC)**
- **Essential Questions:**
  1. How does government regulation affect advertising?
  2. What influence does advertising have on American culture?
  3. What are the major duties of the FCC?
  4. What is deregulation and what is its effect on the media landscape?

**3F. I can describe the impact of advertising on American cultural value**

- **Define essential vocabulary:**
  - **Public relations**
  - **Traditional Publicity model**
  - **Public information model**
  - **Persuasive Communication model**
  - **Two-way Symmetric model**
  - **Branding**
- **Essential Questions:**
  1. What are the four stages of a typical public relations campaign?
  2. What is branding and how is it important to public relations?
  3. In what ways is public relations used in politics?
  4. How do you think branding has affected American culture and political discourse?

**3G. I can demonstrate how government uses regulation of mass media and advertising to influence American's perspective on current issues.**

- **Define essential vocabulary:**
  - **Privacy Act**
  - **Libel**
  - **Slander**
  - **Freedom of Information Act**
  - **Fairness Doctrine**
  - **Digital Democracy**
- **Essential Questions:**
  1. What effects did the Fairness Doctrine and Privacy Act have on media outlets and audiences?
  2. How has the growth of the internet changed citizens roles in the political process?