

## **SS.7.C.2.10**

### **Examine the impact of media, individuals, and interest groups on monitoring and influencing government.**

Thomas Jefferson said having newspapers (the media) is even more important than having government. Media allows people to exchange ideas, opinions, and facts.

#### **Roles of the media:**

- inform people about issues
  - connect citizens to elected officials
  - monitor actions of government leaders
    - important watchdog role!
  - influence the public agenda & public discussion
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- ✓ Political parties and interest groups (and their PACs) use the media to spread their message
  
  - ✓ Media helps form public opinion and also it reports about public opinion, People learn what issues are popular mostly from the media