**Know and Be Able To (KBAT)**

Chapter 7 - Media

**ESSENTIAL QUESTION:** What are the roles of the media in the political system and the impact of the media on public affairs?

**KNOW**

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| Equal Time RuleFairness DoctrineFederal Communication Commission (FCC)Feeding Frenzy | GatekeeperHorse Race CoverageMass MediaNarrowcastingPress Secretary | Sound BiteSpinWatchdogWhite House Press Corps |

**BE ABLE TO**

1. Describe how American politicians choreograph their messages through the mass media.
2. Outline the key developments in the history of mass media and American politics.
3. List the major criteria that determine which news stories receive the most media attention.
4. Analyze the impact the media has on what policy issues Americans think about.
5. Explain how policy entrepreneurs employ media strategies to influence the public agenda.

**CASE STUDIES**

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