

Section 3 Guided Reading and Review  
**The Mass Media**



**A. As You Read**

Complete the chart below as you read Section 3. List the media in order of their degree of influence on public opinion and give examples of each.

Medium	Examples
1.	
2.	
3.	
4.	

Write the answers to questions 5–7 on the blanks provided.

5. How do the mass media help to shape the public agenda? \_\_\_\_\_  
 \_\_\_\_\_
6. How has television influenced each of the following? \_\_\_\_\_  
 \_\_\_\_\_
  - a. the power of political parties \_\_\_\_\_  
 \_\_\_\_\_
  - b. political campaigns \_\_\_\_\_  
 \_\_\_\_\_
7. What factors limit the influence of the mass media? \_\_\_\_\_  
 \_\_\_\_\_

P  
E  
R  
S  
O  
N  
A  
L  
I  
T  
Y

**B. Reviewing Key Terms**

On a separate sheet of paper, define the following terms.

8. medium \_\_\_\_\_
9. public agenda \_\_\_\_\_
10. sound bite \_\_\_\_\_