

Unit 8

Content Area: **Social Studies**
Course(s):
Time Period: **Generic Time Period**
Length: **3 weeks**
Status: **Published**

Unit Introduction

Electronic and digital media: Media exerts influence on the culture and society of any nation. It can be a powerful force driving public dialogue and priority.

Standards

SOC.6.1.12.A.14.f	Determine the extent to which nongovernmental organizations, special interest groups, third party political groups, and the media affect public policy.
SOC.6.1.12.A.16.a	Examine the impact of media and technology on political and social issues in a global society.
SOC.6.1.12.D.7.b	Determine the extent to which propaganda, the media, and special interest groups shaped American public opinion and American foreign policy during World War I.
SOC.6.1.12.D.12.e	Analyze the role that media played in bringing information to the American public and shaping public attitudes toward the Vietnam War.

Essential Questions

What is mass media and when does it seem to emerge?

What are some effects electronic media and digital media have had on the political process of the US?

What are some consequences of electronic and digital media on American pastimes and advocations?

How did the electronic media effect the print media?

How is the digital media effecting the electronic media?

Content / Skills

Define mass media, print media, electronic media, digital media.

Identify and evaluate yellow journalism, periodical journalism, mail order catalog, major daileys, television, internet, etc.

Identify and provide brief biographical information for each of the following but not limited to: Pulitzer,

Heartst, Merconi, Sarnoff, Paley, Murrow, Cronkite, Murdoch, Turner, Gates, Jobs, Zuckerberg, etc.

Describe the influence of radio in the following elections: 1928, 1932-1944.

Discuss the importance of television 1952, 1956, 1960, 1964 campaigns. (First Ad, Checkers speech, Daisey commercial, Kitchen debate, TV POTUS debates)

Identify the importance of the use of TV in the Colts Giants 1958 Superbowl (and subsequent follow up by colleges); importance of ABC Wide World of Sports and TV coverage of the Olympics commencing with significant coverage in 1968. The televising of the Superbowl. Reality TV.

Define and discuss social media, texting, facebook, twitter, "viral" sensations, gaming industry, fads associated with it, fantasy sports, language/slang, dances and music. Contribution of social media to watering down of facts and accurate information.