

UNIT 10: PUBLIC ISSUES, THE MEDIA, AND INFLUENCING GOVERNMENT

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| <div style="border: 1px solid black; border-radius: 50%; width: 60px; height: 60px; display: flex; align-items: center; justify-content: center; margin: 0 auto 20px auto;"> <p>Focus</p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 10px;"> <p>Ongoing integration throughout the course of the importance of individuals, interest groups and the mass media's role in influencing public policy and shaping public opinion.</p> </div> | <p><u>INTEGRATED COURSE STANDARDS:</u></p> | <p><u>RESOURCE OPTIONS:</u></p> |
| <p><u>VOCABULARY/CONCEPTS:</u></p> <p>Public Opinion Mass Media Interest Group Public Opinion Poll Pollster Print Media Electronic Media Public Agenda Leak Prior Restraint Libel Malice Public Interest Group Non-Partisan Political Action Committee Lobbyist Internet World Wide Web Website Archives News Group Dissident Extremist Group Propaganda Intellectual Property Copy Right Revenue</p> | <p><u>UNIT OBJECTIVES/MAJOR TOPICS:</u></p> <ol style="list-style-type: none"> 1. Examine the impact of the media, individuals, and interest groups on U.S. public policy. 2. Analyze media and political communications and evaluate them for bias. 3. Recognize the influence of special interests on elections and on public policy. 4. Identify the many ways in which political parties, special interests, and individuals can influence elections (TV, radio, print, Internet, etc.) 5. Understand the importance and influence of electronic media. 6. Integrate public issues and media sources into all units of study for the purpose of becoming better informed citizens and future electorate. 7. Analyze the accuracy and validity of various media sources. 8. Keep informed of local, state, national, and international issues and events and evaluate their impact on society today | <ul style="list-style-type: none"> • <i>Civics: Citizenship, Economics and You</i> textbook Chapters 11 & 17 and supplements • Jr. Scholastic • <i>Project Citizen</i> • News Sources • Online Resources (see Technology Resource list) • Newspapers, magazines, TV, radio, internet • Current Event sheet for Analyzing Accuracy and Validity • Guest Speakers • United Streaming • Florida Constitution • <i>State Statutes</i> <ul style="list-style-type: none"> ○ 1004.32(h) – African-American History & Contributions ○ 1004.32(i) – State History ○ 1004.32(m)-Conservation of Natural Resources ○ 1004.32(p)-Hispanic Contributions ○ 1004.32(q)- Women's Contributions ○ 1004.32(s) – Character Education • Ongoing Integration of Units 9 & 11 |

IMPLEMENTATION METHODS & APPLIED ACTIVITIES:

- Suggested Activities
 - *Project Citizen* – influencing the government
 - Teach students how to access multiple sources of information
 - Compare/contrast various prominent news sources (BBC, Al Jazeera, CNN, FOX, MSNBC) and evaluate them for bias
 - Complete Analyzing the Accuracy and Validity of Text Current Event article
 - Evaluate international news sources and interpret global viewpoints
 - View commercials from special interest groups and evaluate their impact on elections and public policy
 - Analyze political cartoons
 - Evaluate PSA's
 - Polling Data Lesson (pollingreport.com, gallop.com, rasmussenreports.com)
 - Evaluate various uses of propaganda by various organizations/entities.
 - Show how propaganda is used to influence the public and in turn public policy (bring in current issues)
 - Demonstrate how the Tallahassee Bus Boycott impacted public policy during the Civil Rights Movement
 - Select a prominent state or local figure and demonstrate how that person has influenced state or local government
 - Work with local organizing groups (AFL-CIO, Jr. League, NAACP, FEA) to identify past and current issues that have been affected due to grass roots actions
 - Review and analyze editorials and political cartoons from different periods in Tallahassee and Florida history (Civil Rights Movement, Women's Suffrage) and evaluate the impact of public influence
 - YLI – Biases in Polling Questions Lesson
- Simulations
 - Create a news report, news paper, radio program, blog, website, my space (paper based) about a current issue or article
 - Create a classroom Public Service Announcement using PhotoStory or Movie Maker
- Discussion Topic
 - Illustrate and discuss the media's role as a "Watch Dog" (show how the media portrays an issue that might otherwise be obscure - i.e. Katrina aftermath, war deaths)
 - Look at various individuals that have affected public policy (celebrities, Bill Gates, Ross Perot)
 - Identify and evaluate Florida Amendments that have been initiated by special interest groups and are now part of the Florida Constitution
- Guest Speakers
 - Guest Speakers from special interest groups/lobbyists that have affected legislation (AARP, NAACP, MADD, AFL-CIO)
 - Local news agencies etc.
 - Speaker on Migrant Workers
- Videos

