Pressure Unit

Lecture One

The Media

This is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Unit

Pressure can \_\_\_\_\_\_\_\_\_\_\_\_ impressive things happen!

What Does the \_\_\_\_\_\_\_\_\_\_\_ Say About Pressure?

\_\_\_\_\_\_\_\_\_\_\_\_\_ specifically, but I’ve got an idea there's something useful in the \_\_\_\_\_\_\_\_\_\_\_\_ Amendment!

The Marketplace of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_!

The Framers of the Constitution believed that a \_\_\_\_\_\_\_ \_\_\_\_\_\_ of information from many sources was basic to maintaining their systems of government. Ideas would \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with one another without restraint in the “\_\_\_\_\_\_\_\_\_\_\_\_\_ of ideas”.

Thus, the First Amendment says:

Congress shall make no law respecting an establishment of \_\_\_\_\_\_\_\_\_\_\_, or prohibiting the free exercise thereof; or abridging the freedom of \_\_\_\_\_\_\_\_\_\_\_\_\_\_, or of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_; or the right of the people peaceably to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the Government for a redress of grievances.

The power of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_!

In other words, it’s all about ideas:

Ways to figure out \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, what we \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and then how to \_\_\_\_\_\_\_\_\_\_\_\_\_\_ those ideas.

Where do most people get their ideas about what’s going on in their world?

The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

“Molding and Shaping Young Minds to a more Focused \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_…”

Mass Media

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of Communication (Media) are those \_\_\_\_\_\_\_\_\_\_\_ of communication that permit messages to be made public.

\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ uses those methods to make the messages VERY \_\_\_\_\_\_\_\_\_\_\_\_ – lots of people, all at once.

What Do Mass Media and Ernest Have in Common?

It shapes our \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_, and world view matters!

Why World View Matters:

A Clear World View Helps You Determine How to Best Utilize \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_!

Speaking of World View – North Korea

Mexican Drug Wars

World Faces Largest Humanitarian Crisis Since 1945, U.N. Official Says

Yemen, South Sudan, Somalia, and northeast Nigeria.

20 million people at risk for starvation.

80,000+ Deaths since 2006

Why World View Matters:

A Clear World View Helps You Understand Your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Difficulties and How Best to \_\_\_\_\_\_\_\_\_\_\_\_.

So Who’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Your World View?

The Growth of Mass Media

Once upon a time…

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ TV channels, plus maybe Public Television

ABC, NBC, CBS

Nightly Network News and Local Nightly News

Weekends: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and Meet the \_\_\_\_\_\_\_\_\_\_.

National News \_\_\_\_\_\_\_\_\_\_\_\_ – Time, Newsweek, Life

National \_\_\_\_\_\_\_\_\_\_\_\_\_ – New York, Washington

Local Newspapers – Atlanta Journal, Searcy Citizen

C-SPAN started in 1979; CNN started in 1980

Most Americans had a pretty \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ news experience.

Is More Better?

Is it a Smorgasbord of Knowledge or do we just have Information \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

Know the lesson of history:

Consider the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_!

Be an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ media consumer. Then dig in!

The Menu of Messages

News and Information

Advertising

Entertainment

NEWS
You’re probably not getting your news through a very big screen anymore…

But certain problems still remain.

News

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ With the Press:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, aka \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:

If it bleeds, it leads; if it burns, it turns heads. Or “10 annoying headless baby trends that must stop now...”

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What’s News, What Isn’t:

 4 dead, 50 wounded in London

 31 dead, 130 injured in Damascus

Agenda Setting – Sixth anniversary? Of what?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Surreptitious \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Everyone has a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I’d rather listen to someone who

recognizes that they have a bias. Unfortunately, that’s “rather” rare. And that’s “The Truth.”

Advertising

Most of the profits in the media industry come from: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_% of Presidential campaign funds are spent on advertising

Long before viral videos, the most infamous political ad, LBJ’s the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Girl, only played \_\_\_\_\_\_\_\_\_\_\_.

 http://www.youtube.com/watch?v=Er5h\_TXun6o&feature=related

30 Seconds of Superbowl airtime was a record \_\_\_\_\_\_\_\_\_\_\_\_\_\_ million bucks in 2017!

They KNOW it is effective or they wouldn’t pay so much for it. It \_\_\_\_\_\_\_\_\_\_\_\_\_\_!

Can you \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ what’s an ad and what’s real content? It takes eagle eyes and a sharp mind! Do you know what \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ means?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What are you willing to give up to be entertained?

Your \_\_\_\_\_\_\_\_\_? (Unlimited?)

Your \_\_\_\_\_\_\_\_\_? (Unlimited?)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about who you are?

Access to your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_? – Remember $5.5 million for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_!

Does your entertainment dull your senses to \_\_\_\_\_\_\_\_\_\_\_\_\_\_?

Is your entertainment \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

It’s probably \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to be!

Politics and the Media

The President’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

<https://www.whitehouse.gov/briefing-room/press-briefings>

Modern Political Communication

<https://twitter.com/realDonaldTrump> vs <https://twitter.com/POTUS>

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Matters!

Then you will know the truth, and the truth will set you free. (Who said it?)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the Children of Abraham in John 8:32

John 16:33 "I have told you these things, so that in me you may have peace. In this world you will have \_\_\_\_\_\_\_\_\_\_\_\_\_\_. But take heart! I have overcome the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_."