The Media

Matching Exercise

Match the terms below with the most appropriate description

	The way groups are presented to media audiences
	The imposition of Western, and especially American, cultural values on non-Western cultures
	The suggestion that the media have led to the Westernization of other cultures, with Western, and especially American, cultural values being forced on non-Western cultures
	A wave of public concern about some exaggerated or imaginary threat to society, stirred up by exaggerated and sensationalized reporting in the mass media
	The list of subjects which the mass media choose to report and bring to public attention
	The gap between those people with access and those without access to digital and information technology
	Powerful individuals or groups whose positions of power give them greater access to the media than others, and a more privileged position to influence what and how journalists define the news
	The way the media emphasize and reinforce conformity to social rules, and seek to isolate those who do not conform
	The power of some people, groups or organizations to limit access to something valuable or useful
	Cultures in different countries of the world becoming more alike
	The way that the mass media operate on a global scale so that the world has become like one community
	The set of beliefs and assumptions held by editors and journalists which guide them in choosing what to report and what to leave out
	The lack of visibility, under-representation and limited roles of women or other groups in media representations
	When the presence of a researcher, or a group's knowledge that it has been selected for research, changes the behaviour of the group
	The greatest importance being attached by journalists to the views and opinions of those in positions of power

agenda-setting
cultural imperialism
digital divide
gate-keeping
global culture
global village
Hawthorne effect
hierarchy of credibility
media imperialism

media representations
moral panic
news values
norm-setting
primary definers
symbolic annihilation