

What is the Media's Role in Public Policy? Video Transcript

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A lot of people really get information about what government does through the media. I don't think, and research really tells us, that the media doesn't impact people's opinions so much. They tend to have their own opinions about various issues already. But, what the media does is it focuses our attention on various issues, and so the agenda-setting role is, usually, what we think of for the media in terms of what we pay attention to and how long we, as Americans, pay attention to various issues. So the media has a role in, sort of, focusing us on various things.