

AP Government
The Mass Media and the Political Agenda
Vocabulary
(p. 210-237)

Define the following:

1. Beats
2. Broadcast media
3. Chains
4. High-tech politics
5. Investigative journalism
6. Mass media
7. Media event
8. Narrowcasting
9. Policy agenda
10. Policy entrepreneurs
11. Press conferences
12. Print media
13. Sound bites
14. Talking head
15. Trial balloons