Lesson 6

**Mass Media** - Print and electronic means of communication that carry messages to widespread audiences.

**Dominant Ideology** - A set of cultural beliefs and practices that helps to maintain powerful social, economic and political interests.

**Gatekeeping** - The process by which a relatively small number of people in the media industry control what material eventually reaches the audience.

**Narcotizing dysfunction** - The phenomenon in which the media provide such massive amounts of coverage that the audience becomes numb and fails to act on the information, regardless of how compelling the issue.

**Opinion leader** - Someone who influences the opinions and decisions of others through day-to-day personal contact and communication.

**Stereotype** – An unreliable generalization about all members of a group that does not recognize individual differences without the group.

**Surveillance function** – The collection and distribution of information concerning events in the social environment.