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Linkage Institutions

Big Ideas

- Media and its influence on politics
- Media role in public discourse and how it changes
- Media's role in changing majority opinion

What is a “Linkage Institution”?

- **Linkage Institution** = some organized body that connects subjects of the government with the government itself
 - Examples
 - Mass media
 - * Television
 - * Radio
 - Who the f&%# listens to *radio*?
 - * Newspapers
 - *Wat.*
 - * Internet publications
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