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Mass Media

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| **Across**  **3.** The term meant to refer to the tendency of people to remain silent when they feel their opinion are in opposition to the majortiy.  **5.** Community in which the exchange of information is the main social and economic activity.  **6.** Media executives, editors, or reporters who can open and close the "gate" on a particular story.  **12.** The pursuit of knowledge through systematic methods.  **13.** The gap between those with access to new technologies and those without.  **14.** Scientists should seek truth, not personal gain.  **15.** Instruments of communication that reach large audiences.  **17.** An objective and systematic way of collecting information and arriving at conclusions.  **18.** Social networks and the reciprocal norms associated with these networks that encourage people to do things for each other.  **19.** States that as new information enters society, wealthy and better educated members awuire it at a faster rate that poor and less educated people. | **Down**  **1.** Sociological investigation of how scientific knowledge develops.  **2.** The rich get richer and the poor get poorer.  **4.** No scientific findin gor theory is exempt from questioning.  **7.** Respected individuals in the community.  **8.** The mass media determines what we think and worry about.  **9.** Describes a set of shared concepts, methods, and assumptions.  **10.** Holds that scientific research should be judged solely on the basis of quality.  **11.** The merging of mass media commication soutlets through various media platforms.  **16.** Belief that all scientific knowledge should be made available to everyone in the scientific community. |