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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. |