Weekly Worksheet:

Lippman “Public Opinion”

**1.** What five main issues keep people from understanding the truth? Explain what Lippman means by each.

2. Does Lippman support the “manufacture of consent”? Who does he think should be doing that manufacturing and why?

3. What is the relationship between news and money-making?  What role do advertiser’s play?

4. Can you think of any model of journalism, that is free to consumers but not paid for via advertising? Where does the revenue come from? And is anyone overseeing the platform to ensure non-partisan research and presentation?