

Task 3 (20 points): Written report – Media platforms and political attitudes

Campaigns pay close attention to the media people use and to the sensitive issues that catch people's attention. For this third task you will profile the use of media and the most salient issues in the country of your choice. For this purpose you will:

- Find statistics on media penetration (you can use resources such as [LAPOP – Latin America Public Opinion Project](#))
- Review past presidential campaigns and find the main issues that the campaigns focused on
- Choose one of the major media outlets of the country and review their headlines for the past month. What are the most frequent topics that pop up?
- Choose one of the topics as your campaign focus. Who are the people most affected by this issue? How would you characterize this group of people?

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