

TOPIC 5.12 The Media

Three Avenues on how the Media Reports the News

1. News E_____ - a major event occurred- Pearl Harbor, 9/11
2. I_____ Journalism- Seeks to uncover corruption in government and society report to the people. People put pressure on politicians to bring about change. W_____.
-The Progressive Era
The Muckrakers- Ida Tarbell, Upton Sinclair, Jacob Riis
3. Election Coverage/ political commentary- media reports who is r_____ for office and what their policies are. But this could turn into a popularity contest among the candidates and no substance. Leads to h_____ r_____ journalism

ROLES OF MEDIA

SCOREKEEPER-H_____ R_____ Journalism based on public opinion p_____ - who is w_____ and not on the i_____ at hand

- Focus on polls-who is winning (p_____ contest)- rather than substantive issues
- Citizens are less i_____
- May lead to b_____ effect- the candidate who is ahead in the polls stays ahead because voters want to go with a w_____ . People want to hop on the bandwagon.

WATCHDOG- I_____ Journalism

- Scrutinize people- politicians, places- government & events (e.g., **Muckrakers, Vietnam War-Credibility gap, Watergate, Pentagon Papers**)
- “Comfort the afflicted and afflict the comfortable”
- Media holds government r_____ to the people; If the media does not tell us what our gov is up to, who will?

Bill of Rights Freedom of the Press assures a free and independent media

AGENDA SETTING: GATEKEEPER



- Influence which subjects are of n_____ importance >> help to set national agenda
 - They make us believe what is i_____ >> government has to address those issues
- Example: We focused on the hunt for bin Laden but not on the AIDS problem in Africa

The media contributes to the development of an individual’s political a_____ and v_____ through the process of p_____ s_____.

Explain the media’s role as a linkage institution.

LINKAGE INSTITUTIONS are channels that allow individuals to communicate their preferences to policy makers:

- What are the four linkage institutions?
1. Elections
 2. Political Parties
 3. Interest Groups
 - 4.



Mass Media - The mass media are means of c_____, such as newspapers, radio, television, and the internet, that can reach large, widely dispersed audiences and provide i_____.

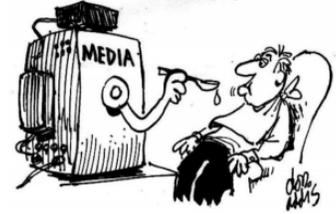
The mass media c_____ p_____ to their g_____ officials or political process by interviewing citizens, presenting poll results, and covering protests. **INFORMATION**

How do you let the government know about your opinions and beliefs?

Explain the media’s role as a linkage institution. Use TEA

MASS MEDIA AS LINKAGE INSTITUTION

- Media called "fourth estate" or "fourth branch"
 - Mass media vs. news media (part of mass media that stresses news)
 - Mass media - messages often simplified, stereotyped, predictable
 - Characteristics:
 - More interactive
 - More emphasis on entertainment – “i_____”
 - Personalized
 - Emotional
 - Informal
- The mass media are means of c_____, such as newspapers, radio, television, and the internet, that can reach l_____, widely d_____ audiences
- The mass media c_____ people to their g_____ officials or to the political process by interviewing citizens, presenting poll results, and covering protests. They provide information to the public



TRADITIONAL NEWS MEDIA

TELEVISION

- 1960 presidential debate
 - Between Senator John F. Kennedy and Vice President Richard Nixon
 - Watershed event when television replaced newspapers and radio as America's principal source of political news
- Most people now get their news from t_____. The internet is fast catching up.
 - This innovation has changed the character of American politics
 - Focus is more on i_____ and a_____
 - Communication is through "s_____ b_____" (something quick and easy to remember); No in-depth a_____. Can be taken out of c_____ and often m_____g.
 - 30-second commercials influence elections; 10 seconds for "s_____ bites"
- Concern that television is allied with "big government:" use of television as electronic throne of President
 - President can now bypass journalists' annoying questions and go right to the people with a speech- b_____ pulpit- s_____ media is now the new bully pulpit
 - Decline of press conferences
 - White House manipulation of television with p_____ opportunities and s_____ bites.
- Concern that television has fostered cynicism, distrust and negativism towards government and politics – a_____ journalism
- Concern that people look at politics through the "camera lens" rather than the "party lens" -> further decline of p_____

Soundbites

A sound bite or soundbite is a s_____ clip of speech or music e_____ from a longer piece of audio, often used to promote or exemplify the full-length piece.

In the context of journalism, a sound bite is characterized by a short phrase or sentence that c_____ the e_____ of what the speaker was trying to say and is used to s_____ information and entice the reader or viewer. The term was coined by the U.S. media in the 1970s. Since then, politicians have increasingly employed sound bites to summarize their positions.

Due to its b_____, the sound bite often overshadows the broader c_____ in which it was spoken and can be m_____ or inaccurate. The insertion of sound bites into news broadcasts or documentaries is open to m_____, leading to conflict over j_____ ethics.

RADIO

- FDR was the first president to take advantage of radio – fireside chats
- Talk radio has been a major growth medium in the last decade (Rush Limbaugh, Glenn Beck) – t_____ show hosts have begun to play a prominent and controversial role in discussing political issues. More o_____, e_____, spoken e_____.

NEWSPAPER

- Typical perception of liberal bias, but they generally endorse Republican candidates. (Publishers tend to be Republicans.)
- Complaints from both liberals and conservatives:
 - Conservatives claim that reporters are too liberal: college graduates (often from elite schools) with hostility towards middle class values.
 - Liberals claim that publishers are conservative and therefore are more concerned with sales and profits than exposing social/political/economic evils -> status quo bias.
- Concern about “r_____ door” in journalism: former govt. leaders who become journalists -> reporting is t_____.
- Newspaper circulation rates continue to d_____ because of television and the internet

THE MEDIA AND ELECTIONS

SYMBIOTIC RELATIONSHIP BETWEEN GOVERNMENT AND THE PRESS

- Journalists need p_____ to i_____ and e_____ their audiences
- Politicians need journalists for media e_____
- Provides forum for building candidate i_____

Act as linking mechanism between govt. and people:

- In the past: People -> **Parties** -> Government
- Now: People -> **Media** -> Government
- Parties have declined in importance
- Contribute to higher c_____ of campaigning and c_____ -centered campaigns
- Parties don’t tell candidates what to say, but m_____ c_____ via polls and focus groups do!
- Increase the role of c_____ consultants; Parties have declined in importance
- White House manipulation of media:
 - Photo opportunities, sound bites, spin control (present a favorable account of events), staged events

BULLY PULPIT/ELECTRONIC THRONE

- This term stems from President Theodore Roosevelt’s reference to the White House as a “b_____ pulpit,” meaning a terrific platform from which to p_____ a_____ an a_____
- Roosevelt often used the word "bully" as an adjective meaning superb/wonderful
- Trump’s use of Twitter



DOES THE MEDIA INFLUENCE PUBLIC OPINION?	
YES- G	NO

<p>Media help set national a_____</p> <ul style="list-style-type: none"> - Agenda setting focuses public attention on certain aspects of American politics and ignores others <ul style="list-style-type: none"> • Influences what issues people think are important or not important, decide which issues are important enough to bring to public attention - Stories that are likely to receive h_____ ratings - Media can f_____ politicians to confront issues that they might n___ have otherwise addressed 	<ul style="list-style-type: none"> • Mass public pays little attention to the news (e.g., surveys showing how little people know about current affairs)
<ul style="list-style-type: none"> • Television “personalizes” elections 	<ul style="list-style-type: none"> • Selective attention: many focus in on media sources they already agree with- c_____ bias.
<ul style="list-style-type: none"> • Media stress short-term elements of elections at expense of long-term elements (e.g., party affiliation) • Those who “consume” media in turn i_____ others 	<ul style="list-style-type: none"> • Selective exposure: screening out those messages that do not conform to their own biases
<ul style="list-style-type: none"> • Politicians frame issues: Influence the “s_____” the media will give to their issues 	<ul style="list-style-type: none"> • Selective perception: many perceive news in the way they want to view it – they see what they want and filter out the rest
<ul style="list-style-type: none"> • Rise of a_____ journalism/a_____ journalism rather than a mere reporting of the news 	<ul style="list-style-type: none"> • Media are only one source of influence – political socialization suggests importance of family, schools, peers, and other influences

How the Gov Uses the Media to Promote Its Interest

- **Media Events**- are opportunities for reporters from the print and electronic media to see the president in action, pushing an important policy or program. It is a staged political event that is meant to be covered by the press. Meant to portray the President in a positive light.

president’s trip to a foreign country

a visit to a public school to push an education agenda.

- **Trial Balloon**- a story given (a _____) by Politicians to the press used to gauge the public’s reaction, if the reaction is favorable:

Congress may push for the legislation

the executive branch might proceed with a new foreign policy initiative

- **Leak**- the u_____ release of i_____ to the press that is m_____ beneficial; the reporter gets an exclusive while the individual providing the story makes points with the media.

Administration officials may intentionally give a friendly reporter a tip to advance the president’s agenda, b_____ the distinction between a leak and a trial balloon. Not all leaks are orchestrated by the administration.

Not all leaks are orchestrated by the administration. Indeed, government officials, as well as members of Congress or their staff, have provided confidential information to reporters, resulting in embarrassment to the president. Every administration wants to prevent politically damaging stories from getting out to the public. President Nixon created a group known as the “P_____” to stop leaks in the White House

THE MEDIA AND VOTER CHOICE

- Information about candidates

- What voters know about candidates is based largely on media coverage
- The images voters require from the media tend to be more stylistic than issue oriented
- Journalists are more likely to comment on the "h_____ race" (who's leading in the polls) than on the issues
- Negative advertising- "M_____ Slings", Mud fest
 - Widespread perception among consultants is that it works, idea of vote suppression
- Information about issues
 - Ignoring charges of the opposition is no longer done, as candidates trade charges and countercharges
 - A_____ is the most important source of information in referendum elections
 - N_____ ads may reduce turnout
- Decision making
 - Newspapers and television seem to have more influence in determining the outcome of p_____ than of g_____ elections
 - The mass media are more likely to influence u_____ voters

TOPIC 5.13 Changing Media

Explain how increasingly diverse choices of media and communication outlets influence political institutions and behavior.

Debates over Media Bias

- Increase in ideological-oriented news

Media Ownership

In search of more viewers, news coverage has become more sensationalistic, more bias, more commentary, and less substance

Partisan News sites

- Biased/ ideological news coverage

Ideologically driven news programming



- Many seek sources that appeal to their personal beliefs and not being challenged to THINK.- C_____ b_____.
- Leads to uninformed or misinformed public



How Does the Media Impact the Level of the Public's Knowledge?

Consumer driven media outlets

-goal of media is p_____ driven-to sell advertising time

Journalistic standards have fallen as they compete for clicks, views and ratings

- Tend to focus on commentary, news pundits- less informed public

REPORTING THE "NEWS"

New trends in reporting the news:

- Shrinking sound bite – only using pieces of different statements made by politicians
- Politicians and other public figures now write speeches to accommodate this trend. S_____ sound bites means less analysis & explanation!

How Does The Media Impact the Level of the Public's Knowledge?

Social Media

- often reinforces existing beliefs
- leads to confirmation bias as people are told what they already agree with
- increases polarization and partisanship among citizens- Fed _____

Uncertainty over credibility of news sources and information

- some struggle to determine objectivity or credibility of a news source
 - sites that publish fake news
 - bots that intentionally misinform or foment discord and rancor
- Makes it challenging on what to trust

MODERN MEDIA FUNCTIONS

- Making p_____ (\$\$\$ the bottom line) – HOW?
 - Framing issues in ways that resonate with consumers
- Reporting the News ASAP
 - Media are “the eyes and ears of the world”
 - Helps people make sense of the events taking place
 - Hard News
 - Serious & timely events that warrant coverage
- Entertainment
 - Most Americans turn to the media for e_____
 - Even in its entertainment function, the media also effects politics
 - Soft News/Infotainment
 - Information & diversion focused on personalities or celebrities...usually unrelated to public affairs or policy
- Identifying Public Problems
 - W_____ function/Investigative journalism
 - More coverage an issue draws, the more likely it becomes an issue which political leaders will view as serious and in need of attention >> media sometimes helps set the political agenda
- Providing a Political Forum
- L_____ function
 - Socializing New Generations
 - Teaching us about the world around us
- Reinforce economic and social v_____
- Creating Public Opinion? Or influencing public opinion? Is there a difference?
 - Function of polls—to measure _____ opinion.

Required Supreme Court Case

New York Times v. United States (1971)	
Facts:	
Holding(s):	Constitutional Principle:

Why It matters:

The media's coverage of congressional elections often focuses on which candidate is ahead in that day's polling, which political scientists refer to as "horse-race coverage." This type of news coverage tends to favor polling numbers and the drama of the campaign over substantive issues.

Develop an argument as to whether horse-race coverage has had a positive or negative impact on Congressional campaigns.

Use at least one piece of evidence from one of the following foundational documents:

- • The First Amendment
- • *The Federalist* 10
- • Article I of the United States Constitution

In your essay, you must:

- ✓ Respond to the prompt with a defensible claim or thesis that establishes a line of reasoning.
- ✓ Support your claim with at least TWO pieces of specific and relevant evidence.
 - o One piece of evidence must come from one of the foundational documents listed above.
 - o A second piece of evidence can come from any other foundational document not used as your first piece of evidence, or it may be from your knowledge of course concepts.
- ✓ Use reasoning to explain why your evidence supports your claim/thesis.
- ✓ Respond to an opposing or alternative perspective using refutation, concession, or rebuttal.

Thesis/ Claim:

Rebuttal:

First amendment

Fed 10

Art I US Const.