AP GOV MASS MEDIA & THE POLITICAL AGENDA REVIEWED!

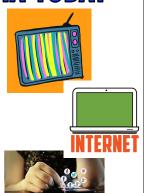
Government in America (Pearson) Chapter 7

American Government: Institutions & Policies

(Wilson) Chapter 12

MASS MEDIA TODAY

- Types of media:
 - Print: newspapers, magazines, journals
 - Digital / Electronic: TV, social media, internet, podcast, blogs etc.
- Various forms of media provide citizens with political information and influence the ways in which they participate politically
- 1st amendment is super important to the media
- The media contributes to the development of an individual's political attitudes and values through the process of political socialization
- The media is a linkage institution



DEVELOPMENT

- Back in the day
- Franklin Roosevelt really changed the game in the relationship between the Presidency and the media
 - Rise of radio in the 1920s
 - Fireside chats
 - Disability
- 1960 Presidential election
 - Rise of TV ownership in the 1950s
 - JFK vs. Nixon 1st televised Presidential debate



DEVELOPMENT OF MEDIA POLITICS

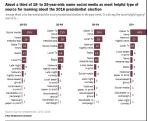
- Vietnam War really changed the relationship between the press and the government
 - "credibility gap"
- · Watergate scandal
- · Rise of investigative journalism
- Bill Clinton's affair with White House intern Monica Lewinsky
 - Increasing focus on politicians personal lives
- New phases in the media & politics: cable television (1980s), the internet (90s), and social media. 24 hours news cycle
- Increased reliance on social media for campaign communication and fundraising





DEVELOPMENT OF MEDIA POLITICS

- Print media has been on the decline
- New communication technologies and advances in social media have profoundly influenced how citizens routinely acquire
 - political information,
 - including news events,
 - investigative journalism,
 - election coverage, and
 - political commentary



DEVELOPMENT OF MEDIA POLITICS

- 1st networks used the term "broadcast"
- Hope to reach and appeal to a broad audience
- Rise of cable TV led to specialized channels
- Narrowcasting: programming targeting a specific, narrow interest
- Ongoing debate about government regulation of electronic media
- Congress created the Federal
 Communications Commission (FCC)
- Intended to regulate the use of the airwaves
- Seeks to prevent monopolies
- Stations must serve the public interest
- Fair treatment rule: if station sells advertising to one candidate, it must be willing to sell it to other candidates running for office



REPORTING THE NEWS

Presenting the News:

- In spite of the advancements in media and increased media choices, most news coverage lacks substance
 - New is oftentimes reduced to sound bites
- Bias in the News
 - Bias is when a certain perspective is advocated or advanced
 - Ideologically oriented programming
 - Impact of media ownership into the hands of a few companies
- Rise of fake news has led to uncertainty over the credibility of news sources & information



REPORTING THE NEWS

- Trial balloons are when information is intentionally leaked in order to gauge the political reaction
- Talking heads: political commentators on the news
- Adversarial press: media is suspicious of government officials, seeks to expose lies and/ or negative stories
- Watchdog function of the press
 - "Fourth estate"

THE NEWS AND PUBLIC OPINION

- The public's views about politicians and public policy is influenced by the media
 - Attention / coverage given to certain candidates
 - Attention / coverage given to certain stories, policies, and/or problems
- Mistakes and/or negative media coverage can sink a campaign.
- Communication technology has changed the president's relationship with the national constituency and the other branches
 - Rapid response to political issues
 - Rise of social media for campaigning and fundraising
 - Nationally broadcast State of the Union messages

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THE NEWS AND PUBLIC OPINION

- Politicians and interest groups can bring issues to the public via various media events
- The media plays an important role in setting the policy agenda
 - Platform of issues that politicians, political parties, and/or interest groups find important

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