

AP GOV

MASS MEDIA & THE POLITICAL AGENDA REVIEWED!

Government in America (Pearson) Chapter 7

American Government: (Wilson) Chapter 12
Institutions & Policies

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 OF MEDIA POLITICS

- 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



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

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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