

**AMERICAN GOVERNMENT**  
**AND POLITICS TODAY** 2015-2016 EDITION



# Chapter Ten

## The Media and Politics

# Learning Outcomes

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- 10.1 Describe the evolution of American media from newspapers to the electronic and digital revolution.
- 10.2 Explain the functions of the media in American society.
- 10.3 Discuss the impact of all forms of the media on political campaigning.
- 10.4 Identify the ways in which the media influence the voters.
- 10.5 Demonstrate an understanding of the relationship between the government and all media sources.
- 10.6 Critically analyze news stories published by any form of the media.



**Barack Obama** @BarackObama · Mar 1

Michael knows that being uninsured is risky—no matter where you are in life. [ofa.bo/tAn](https://ofa.bo/tAn) [pic.twitter.com/hixY8TpeRK](https://pic.twitter.com/hixY8TpeRK)



12:06 PM - 1 Mar 2014 · Details

Flag media

Barack Obama/Twitter



**John Boehner** @johnboehner · Feb 27

#hcr prices are rising. Millions of seniors are at risk of losing doctors & benefits. We need to repeal #ObamaCare & start over.

Collapse

↩ Reply ↻ Retweet ★ Favorite ⋮ More

John Boehner/Twitter

*How do partisan social media websites affect voters?*

# The History of the Media in the United States

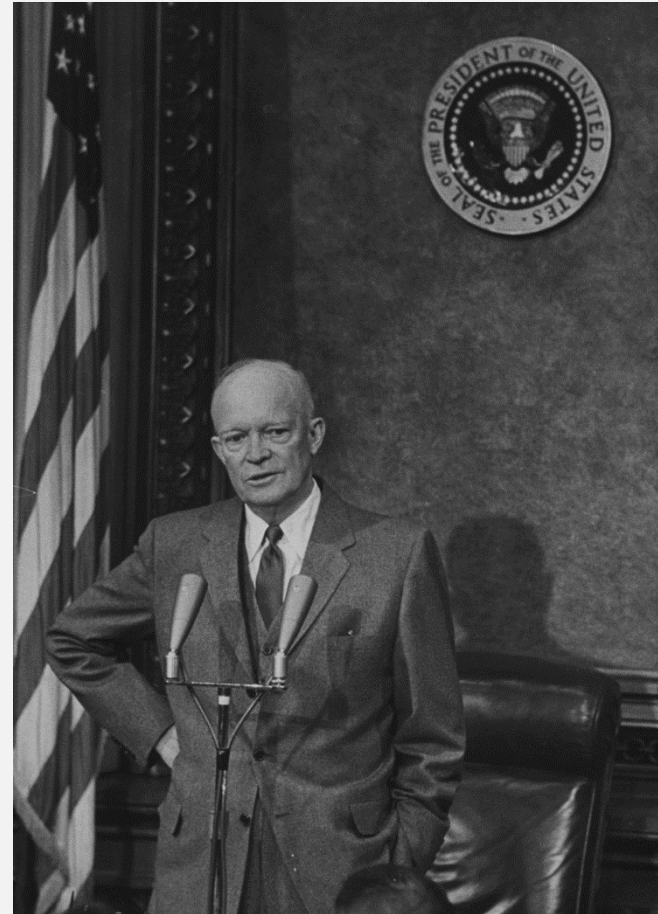
4

- The Rise of the Popular Press
  - Mass-Readership Newspapers
  - The Popular Press and Yellow Journalism
- News Comes over the Airwaves
  - Electronic media

# The History of the Media in the United States

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President Dwight Eisenhower shows his discomfort and frustration during a news conference. Worried about the impact of live broadcasts, Eisenhower allowed videotaped versions to be shown after the event ended.



Hank Walker//Time Life Pictures/Getty Images

# The History of the Media in the United States

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- The Revolution in Electronic Media
  - Selective information processing
  - Narrowcasting
  - Talk Show Politics
  - Talk Radio
- The Impact of Social Networking, Blogging and the Internet

# The History of the Media in the United States

7



CBS/Landov

Walter Cronkite, one of the most trusted news anchors in television history, delivered the news on a live broadcast that President Kennedy had died.



# Who Watches What on Television

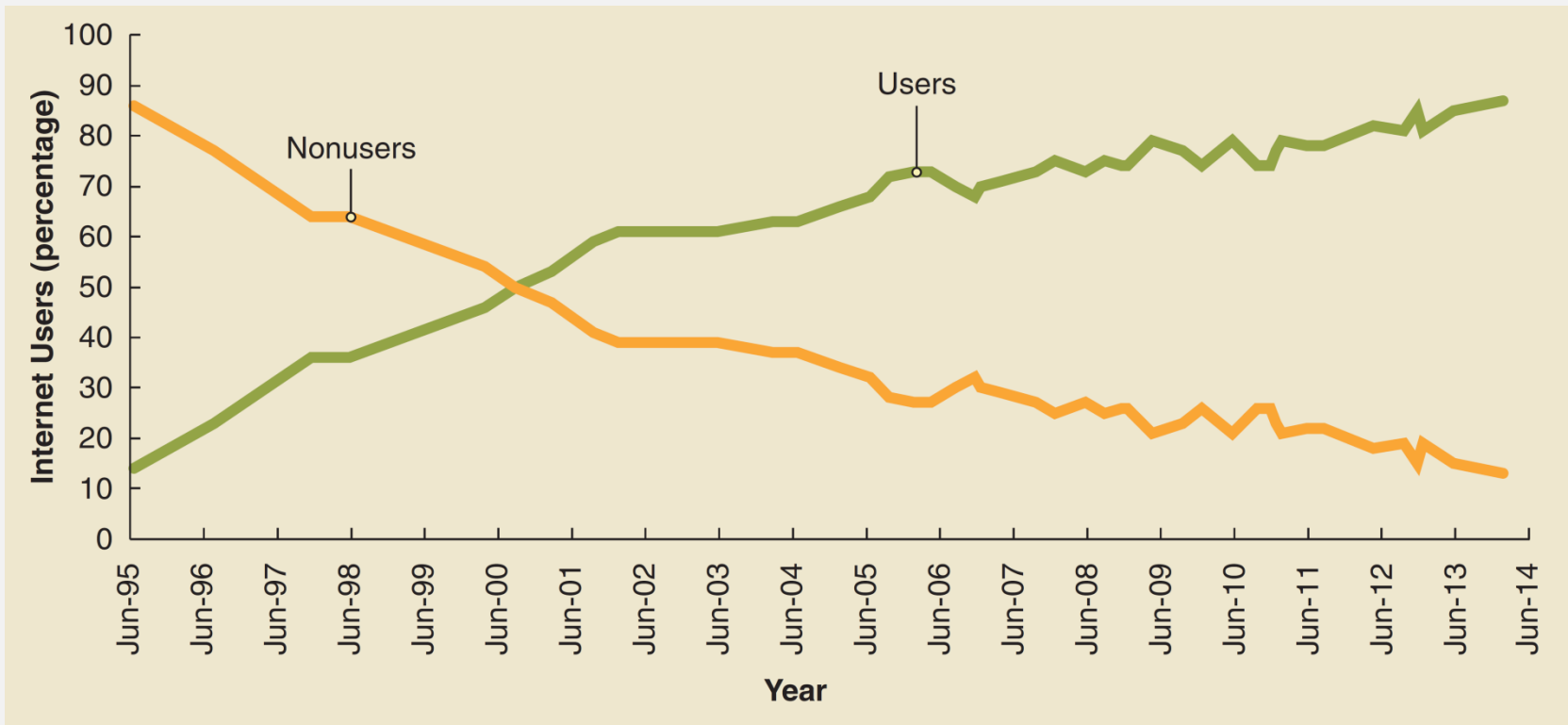
## Audience by Age (N=3,003)

8

NEWS SOURCE (24 TOTAL)	18–29 YRS	30–49 YRS	50–64 YRS	65 YEARS +
Colbert	43%	37%	12%	6%
Daily Show	39%	36%	16%	7%
NY Times	32%	31%	21%	12%
WSJ	24%	40%	19%	15%
Economist	23%	41%	16%	17%
O'Reilly	12%	20%	24%	40%
Network evening	9%	31%	34%	25%
Hannity	3%	27%	24%	42%



# The Growth in Internet Use in the United States



# The Role of the Media In Our Society

10

- The Media's Functions
  - Entertainment
  - Reporting the News
  - Identifying Public Problems
    - Public agenda
  - Socializing New Generations
  - Providing a Political Forum
  - Making Profits

# Television and Political Campaigns

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- Advertising
- Management of News Coverage
  - Spin
  - Spin doctor
- Campaign Debates

# Television and Political Campaigns

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Democratic National Committee

The “Daisy Girl” ad has continued to be one of the most famous of all political advertisements. Here we see the child picking petals from the daisy while the voice-over begins the countdown to an atomic bomb explosion.

# Television and Political Campaigns

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Zuma Press, Inc./Alamy

# Political Campaigns and the Internet

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- Internet Campaigns
  - Began in 2004
  - 2012 Obama Campaign
  - Microtarget

# The Media's Impact on the Voters

15

- Selective Attention
- Impact on undecided voters?



# The Media and Government Control

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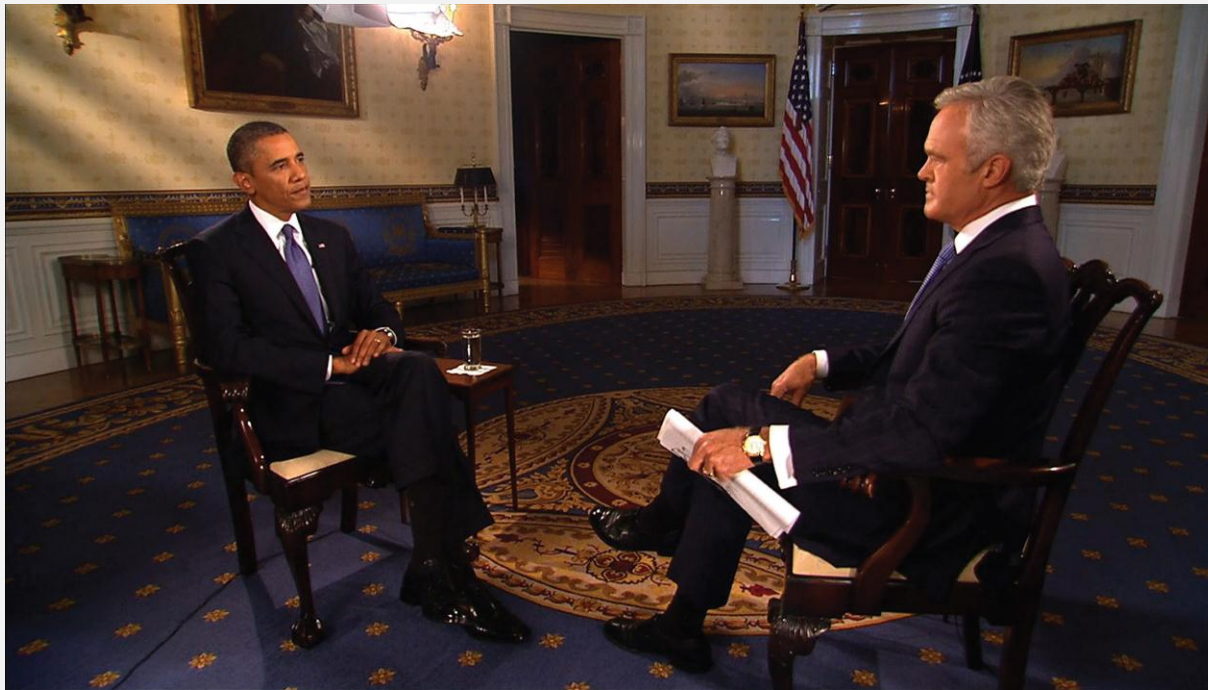
- Prepackaged News
- The Media and the Executive Branch
  - Setting the Public Agenda
    - Priming
    - Framing
  - Investigative Reporting



Franklin D. Roosevelt Library Photographs/National Archives

# The Media and Government Control

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AP Images/CBS News

CBS Evening News anchor Scott Pelley interviews President Obama in the White House in September 2013. Such one-on-one interviews present the president in a more informal setting, but also allow him to present his own views on policy.

# Government Regulation of the Media

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- Controlling Ownership of the Media
- Increased Media Concentration
  - Audience reach
  - Disappearance of localism

# Government Control of Content

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- Control of Broadcasting
  - Government Control of the Media during the Second Gulf War
  - The Government's Attempt to Control the Media after the September 11, 2001 Attacks

# The Public's Right to Media Access

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- Stance of the FCC and Courts
- New Technology

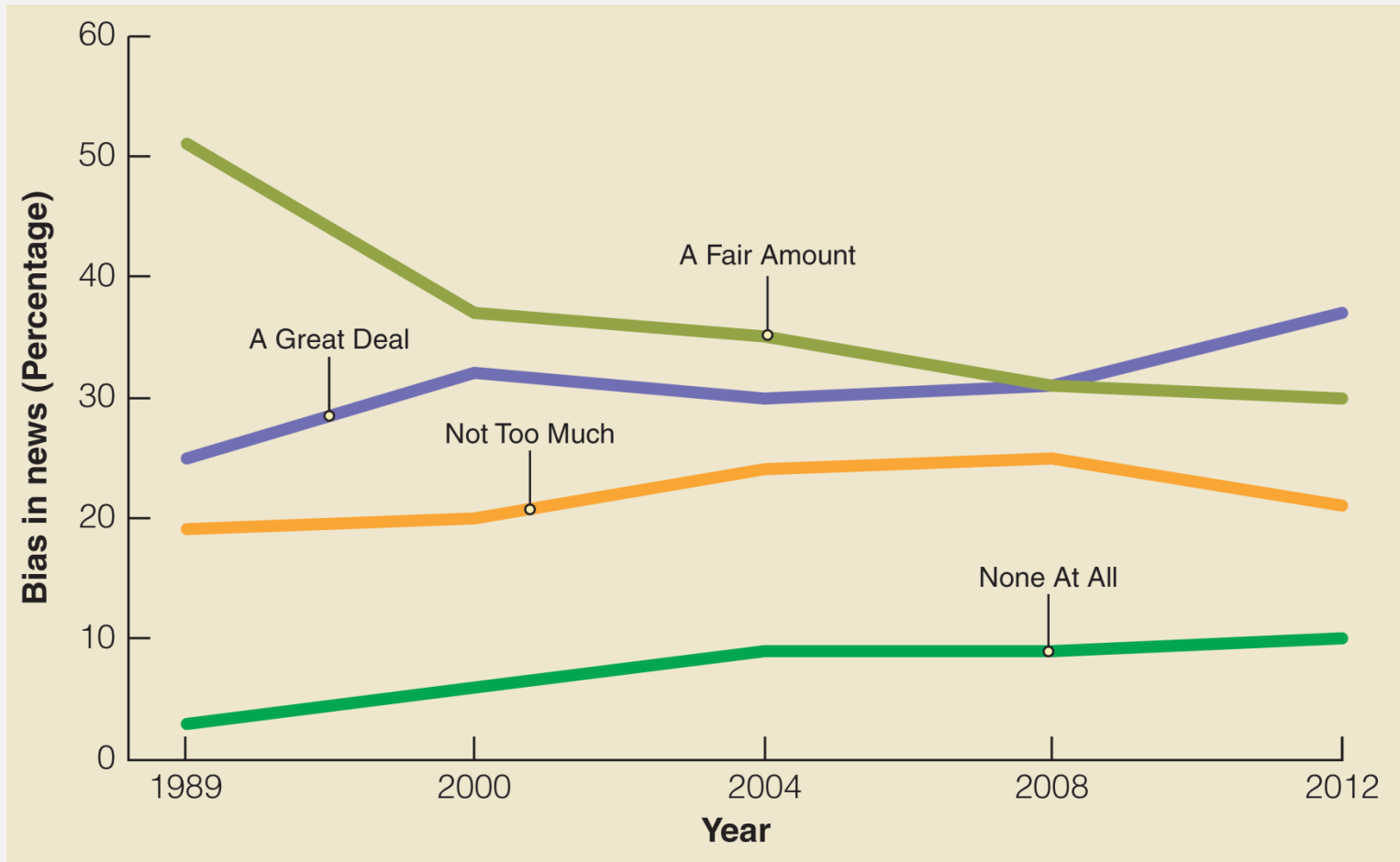
# Bias in the Media

21

- Do the Media Have a Partisan Bias?
  - Reality or perception?
- A Racial Bias?
  - Racial profiling
- A Commercial Bias?
  - Profit

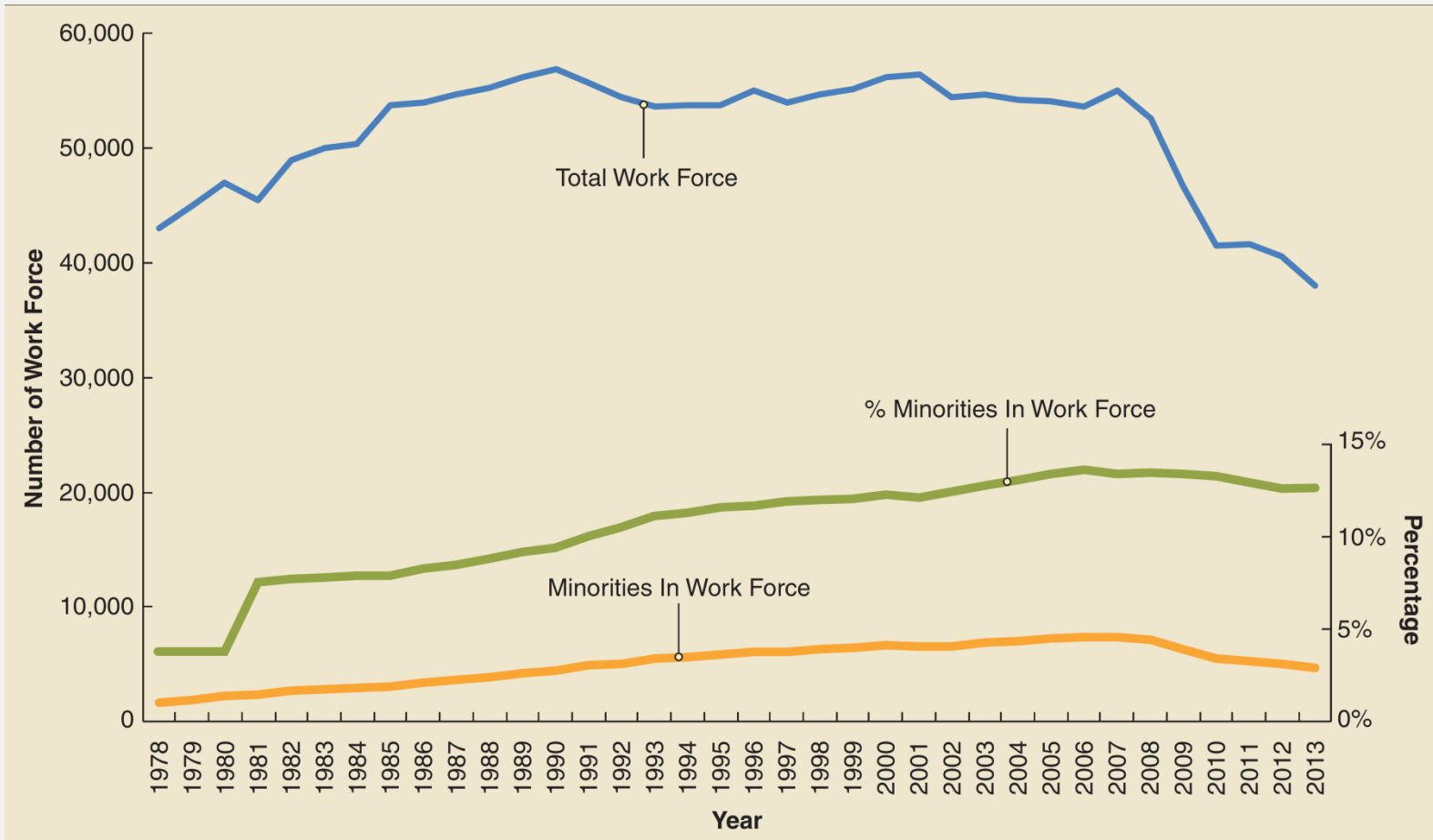
# How Much Bias Do People Find in the News? (percentage)

22





# The Decline in Newsroom Staff Over Time



# Social Media and Congress

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**Click picture to view video**

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# Video Discussion Questions

1. Where do you get your political information? Do you follow any political figures on Twitter or other sites?
2. Why do members of Congress often prefer social media to communicate with voters?
3. Do mainstream media shape the public agenda? Should they?