

Chapter 15 Media

we need to examine the purpose and power of media

FDR voice reach nation with fire side chats

TV- mid 1950s

today saturated elec. media

C-SPAN; dem- requires some form of mass communication

- built on printing press
- infor= power in pol
- internet- new printing press
- like Athenian ideal

Where do we get news?

- mass media
- today- new tech- faxes, internet

Who gets the news from where

America increasingly indifferent about world, young not listening except to Jay Leno and David Letterman

Newspaper reading- low
national circulation- outlets
AP or Reuters

front page has major events
magazines- often specializes
Time, Newsweek, etc.

Liberal like New-Republic and Nation

Conservative like Nat. Review and American Spectator

1923- hear Cong

1925- Pres inaug

1937- Hindenburg

FDR fire side chats
since 1980- call-in rts shows

TV - JFK made real use of tv
- carried Vietnam War
- on about 7hr/day
- it's entertainment
- narrowcasting
- call-ins – CNH-Larry King
show on tv

Clinton on Arsenio Hall Show

Internet- newest element in electronic media

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-choose Barlow and Wright

stages newspaper, radio, tv, internet

Who owns the media and its affect?

Media concentrated- owned by major conglomerates- want profit

media monopoly; 5x revenue from ads as subscription

ads go for popular outlets over weaker

ten corps control USA media

5 tv stations, etc.

Implications of Corp Ownership

- 1) commercial bias
- 2) reduced emphasis on political news
- 3) news lightened up dramatic to keep audiences
- 4) face questions of what to cover and how to cover it

Regulations of Broadcast Media

1934 FCC Act

- 1) equal time- suspended for TV debates now
- 2) fairness doc- free air time to issues of public concern ended 1980
- 3) right of rebuttal- if reputation is damaged on media, have right to respond- not strictly enforced

1996 Telecommunication Act

cable now owned by networks

deregulation- increase possibility of media monopoly

dem- requires free press that everyone has access to

Journalists Roles:

- 1) gate keeper- what is covered & what isn't?
 - 2) disseminators- get facts - put news out to public quickly
 - 3) interperative/investigator like muckraker of old
 - 4) public mobilizers- develop culture and intellect interest of public= also called 'civic journalism'
- 2/3 of journalists work in print media, they are generally liberal in their views

Wash Press Corps-

Am org into beats

institutionalize their official bit of journalism turf

at top beats- cover nation from DC Revolving Door- relationship believer
journalists and public officials- change jobs with ease Bill Safire, Pat Buchanan

Rise of Pundit- someone powering great wisdom

Media and Politics- US in grip of electronic media

4 areas of media influencing politics:

- 1) shaping p.o.
- 2) show pol as conflict and image
- 3) politicians use pub relation strategies
- 4) reduction of pol accountability

media- a main agent of pol soc

- transfer pol values- generation to generation
media tells us what to think about

4 kinds of media effects on our thinking:

- 1) agenda setting- news from tv, now internet
NBC- famine in Ethiopia= made it news
- 2) priming- ways media influences how people and events evaluated see as important.
- 3) framing- does media focus on casualties or victories- Vietnam
- 4) persuasion by communicators
“Uncle Walter” trusted but not today so much

Do media effects matter- yes!

selective perception- filter through our eyes

Pol as conflict and image

play-up personalities not sub-difference
make pol seem neg and increase popular cynicism
horse race jour. – pol is competition between individuals
emphasis on image- tv is mostly entertainment focus on image appearance and strategy over substance. Gore’s impatient behavior- not what he or Bush said
2000 debates

reduce audio to snap-shot

sound-bite

1998 George Bush – “read my lips, NO new taxes”

media superficial- dumb down the content news

scandal watching- feeding frenzy cover scandals

the feeding frenzy leads to increased cynicism among media people

focus adversarial and megaspects? attack journalism

public more cynical of pol and more cynical of media

get spiral of cynicism

media role: dis info, check gov't, create pol community

Pol as PR

med portray pol in neg light, make it media event

news mang- done by media consultants, press sec, pollsters, camp strategy advisors- control news about politicians. put their spin- make news flattering to their politician

mang Nixon- new Nixon attic 1960 to 68-72

News Mang:

- 1) tight control on infor
- 2) tight control on access to politician
- 3) elaborate common bureaucracy
- 4) bypass INH press corps
- 5) pack news as sound bites
- 6) leaks- maybe trial balloon

Pol. Accountability- hallmark of Dem. pol leaders must answer to public for their actions.

1st – TV reduces influence of pol parties

2nd – TV covers pol. as individuals, take credit but not blame

3rd – TV emphasize image and style

4th – episodic frame maker it difficult for people to understand what is really happening

5th – harder for people to know who responsible for policies

Citizens and Media

US media driven more by profit motive than public interest

New- rise of new media, civic journalism

new media- hi-tech outlets, talk radio, call-in tv vs. old media

civic journalism- from journalist of crisis conscience – public cynicism about press and pol

peoples decision based on knowing what politicians are doing