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- I. The evolution of the American (news) media
 - A. Types
 1. Print news media
 - a. Newspapers: <http://www.ajr.org/Newspapers.asp?MediaType=1>;
<http://library.uncw.edu/web/research/topic/newspapers/index.html>
 - (1) Types
 - (a) Party papers (1780s-1930s)
 - (b) Penny papers/tabloids (1830s-1900)
 - (c) Major metropolitan papers (1850s-)
 - (d) “Prestige” papers (1900-) *NYT*, *WP*, *WSJ*
 - (e) National-edition papers (1950s-) *NYT*, *WSJ*, *USA Today*
 - (2) Chains: Gannet, McClatchy, Hearst
 - b. Magazines: http://www.ajr.org/NewscategoriesByState.asp?MediaType=4&Type=StateNews&Cat_id=158&start=1&State=
 - (1) Political commentary: *The Nation*, *Mother Jones*, *New Republic*, *National Journal*, *The Weekly Standard*, *Human Events*
 - (2) News summary: *Time*, *Newsweek*, *US News & World Report*,
 - (3) Feature: sports, entertainment, etc.
 2. Electronic news media
 - a. Wire services: http://www.ajr.org/News_Wire_Services.asp?MediaType=9
 - b. Radio:
 - (1) Origin
 - (2) Types
 - (a) Commercial: http://www.ajr.org/NewscategoriesByState.asp?MediaType=2&Type=StateNews&Cat_id=203&start=1&State=
 - (b) Public: http://www.ajr.org/NewscategoriesByState.asp?MediaType=2&Type=StateNews&Cat_id=213&start=1&State=
 - (3) Impact
 - c. Television: http://www.ajr.org/News_Wire_Services.asp?MediaType=7
 - (1) Origin
 - (2) Types
 - (a) Broadcast networks
 - (b) Narrowcast: satellite/cable
 - d. Internet
 3. Other mass-communication media: books, stage plays, motion pictures, athletics
 - B. The Era of New Media (~ 1985 - present)
 1. Interpretive journalism:
 - a. Intellectual deconstructionism - shift from descriptive objective reporting to interpretative analysis
 - b. Shift from symbiotic to adversarial relationship with government
 - c. Rise of media “stars” & personalities
 2. Consolidation of ownership under new media corporate conglomerates: http://www.ajr.org/News_Wire_Services.asp?MediaType=10
 - a. Decline in quality & emphasis on profits
 - (1) Staff changes & cuts
 - (2) Emphasis on style over substance – “infotainment” or soft news
 - (3) Censorship of corporate/economic news that might be objectionable to owners & advertisers
 - b. *Decreased* competition between urban newspapers but *increased* competition from other news sources
 - c. Decline in readers/viewers F8.1, p. 229
 - (1) Mergers
 - (2) Increase in profits
 - d. *Increased* competition between network news divisions and with other news sources
 - (1) Rise of cable and satellite channels
 - (2) Less autonomy for news divisions
 - (3) Deregulation of
 - (a) Ownership
 - i) NBC - GE
 - ii) ABC - Disney
 - iii) CBS - Viacom
 - iv) Fox - Rupert Murdoch’s NewsCorp
 - v) CNN - Time-Warner
 - (b) Content: Fairness Doctrine (1949-1987)

3. Fragmentation of the media Table 8.1, p. 230
 - a. Rise of “new media” (cable news, talk radio, online news)
 - b. Decline of “old media” (daily newspapers, weekly news magazines, & nightly TV network news programs)

- II. Biased media? pp. 232-41
- A. Definition: distortion in the *selection* and *presentation* of information
 - B. Types
 1. Liberal political bias among journalists
 - a. Liberal ideology of reporters (and less so editors) in the commercial news media Table 8.2., p. 234
 - b. Liberal ideology of non-commercial (“public”) radio and TV
 2. Conservative political bias
 - a. Owners of commercial media, e.g., editorial endorsements in presidential races
 - b. Advertisers in commercial media
 3. Commercial biases
 - a. Source: profit motive
 - (1) Increasing competition for audience (within & between print, broadcast, & electronic media)
 - (2) Reluctance to alienate audience
 - (3) Reluctance to alienate advertisers
 - (4) Competitive pressures related to information explosion
 - b. Consequences: infotainment vs. professional news reporting
 - (1) Style in presentation vs. substance in content
 - (2) Shallow & quick vs. lengthy & in-depth coverage
 - (3) Lack of ideological commitments of local TV reporters and editors
 - (4) “Happy” news: positive & non-controversial
 - (5) Sensationalism: negative & adversarial biases
 4. Negativity in the news Table 8.3, p. 237

- III. Models of media effects
 - A. Mass media and political learning
 - B. Media messages and policy preferences
 - C. Media as cue-givers:
 1. Agenda setting: *issue selection* (e.g., war on terrorism)
 2. Priming: *issue focus* – which dimension is important (e.g., military v. diplomatic solutions)
 3. Framing: *issue interpretation*– (e.g., Iraq invasion initially justified by weapons of mass destruction)
 - D. Newspaper endorsements and the vote
 - E. Presidential manipulation and the mass media
 - F. Conclusions
 1. Minimal-effects model
 2. Modest-effects model
- IV. Media content and political opinions
 - A. Television network news
 - B. Cable news: Fox, CNN, MSNBC
 - C. Talk radio
 - D. Newspapers
 - E. The Internet
- V. Media change and the quality of electoral decision making
 - A. The news source and comprehension F8.2, p. 251; Tables 8.4-6, pp. 252-53
 - B. The content of television campaign news
- VI. Political advertising
 - A. Negativity in political ads
 - B. Ads and political information