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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
 - (b) Penny papers
 - (c) Major metropolitan papers
 - (d) Tabloids
 - (e) "Prestige" papers
 - (f) National-edition papers
 - (2) Chains
 - b. Magazines: http://www.ajr.org/NewsCategoriesByState.asp?MediaType=4&Type=StateNews&Cat_id=158&start=1&State=
 - (1) Political commentary
 - (2) News summary
 - (3) Feature
 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
 - (c) High definition
 - (d) Interactive
 - (3) Impact
 3. Other mass-communication media
 - a. Books
 - b. Stage plays
 - c. Motion pictures
 - d. 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
 - (1) Decline in readers
 - (2) Mergers
 - (3) Increase in profits

- c. *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
- 3. Fragmentation of the media Table 8.1, p. 219
 - 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. 220-27
 - 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. 222
 - 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. 226

- III. Models of media effects
 - A. Mass media and political learning
 - 1. News comprehension
 - 2. Processing the news
 - 3. The news source and comprehension
 - B. Media messages and policy preferences
 - C. Agenda setting
 - 1. Changes in agenda over time
 - 2. Experimentally manipulating the agenda
 - 3. Sophistication and agenda manipulation
 - D. The media as cue-givers
 - E. Newspaper endorsements and the vote
 - F. Presidential manipulation and the mass media
 - G. Conclusions
 - 1. Minimal effects model
 - 2. Modest effects model

- IV. Media content and political opinions
 - A. Television news
 - B. Talk radio
 - C. Newspaper endorsements

- V. The news source and comprehension Tables 8.4-6, pp. 238-39

- VI. An informed electorate?: television news and campaign ads Table 8.7, p. 241