

GOVERNMENT IN AMERICA

PEOPLE, POLITICS, AND POLICY



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EDWARDS III

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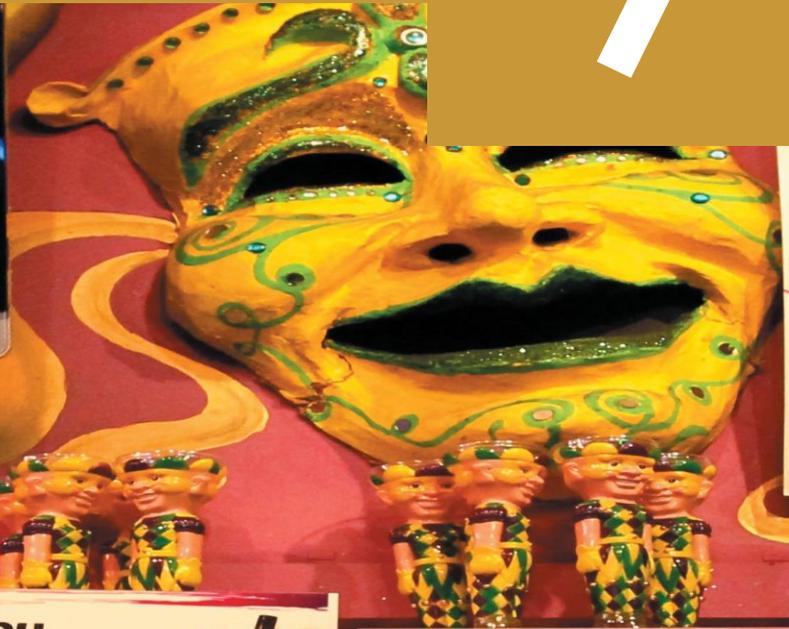
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LINEBERRY

MyPoliSciLab®

2012 ELECTION EDITION

Mass Media and the Political Agenda

7



White Russian

Hurricane

Malibu Piña Colada

Strawberry



Video: The Big Picture



http://media.pearsoncmg.com/ph/hss/SSA_SHARED_MEDIA_1/polisci/presidency/Edwards_Ch07_Mass_Media_and_the_Political_Agenda_Seg1_v2.html

Learning Objectives

7

7.1

Describe how American politicians choreograph their messages through the mass media

7.2

Outline the key developments in the history of mass media and American politics

Learning Objectives

7

7.3

List the major criteria that determine which news stories receive the most media attention

7.4

Analyze the impact the media has on what policy issues Americans think about

Learning Objectives

7

7.5

Explain how policy entrepreneurs employ media strategies to influence the public agenda

7.6

Assess the impact of the mass media on the scope of government and democracy in America

Video: The Basics



http://media.pearsoncmg.com/ph/hss/SSA_SHARED_MEDIA_1/polisci/presidency/Seg2_Media_v2.html

Mass Media Today

- ▣ Controlling the political agenda
- ▣ Media events
 - Carefully staged
- ▣ Commercials
 - 60% of presidential campaign budget
 - Nearly always negative
- ▣ Image-making

Romney campaigning

7.1



7.1 How do politicians control their public image?

- a. Penning articles for Op-Ed pages
- b. Informal Q&A sessions with journalists
- c. Tightly-scripted media events
- d. Frequent visits to talk shows

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Development of Media Politics

- ▣ Print Media
- ▣ Emergence of Radio and Television

White House dunk tank

7.2



Development of Media Politics

- Government Regulation of Electronic Media
- From Broadcasting to Narrowcasting: Rise of Cable and Cable News
- Impact of the Internet
- Private Control of the Media

Print Media

- ▣ Newspapers and a free press
- ▣ Newspaper readers better informed
 - Yet, circulation declines
- ▣ Online news
 - How to make money?
- ▣ Magazines
 - Suffering same fate

Emergence of Radio and Television

- ▣ Radio - 1930s
- ▣ Television – post-WWII
- ▣ Cable television – 1980s
- ▣ Internet – 1990s
- ▣ End of the golden age of network news

Video: In Context



http://media.pearsoncmg.com/ph/hss/SSA_SHARED_MEDIA_1/polisci/presidency/Seg3_Media_v2.html

Government Regulation of Electronic Media

- Federal Communications Commission (FCC)
1934
 - Limits monopolies
 - Stations must serve public interest
 - Fair treatment rule
 - Right-of-reply rule
 - Fairness doctrine abolished

From Broadcasting to Narrowcasting: Rise of Cable and Cable News

- A general audience no more
 - Changing usage patterns
 - Infotainment

Leno talks with Romney

7.2

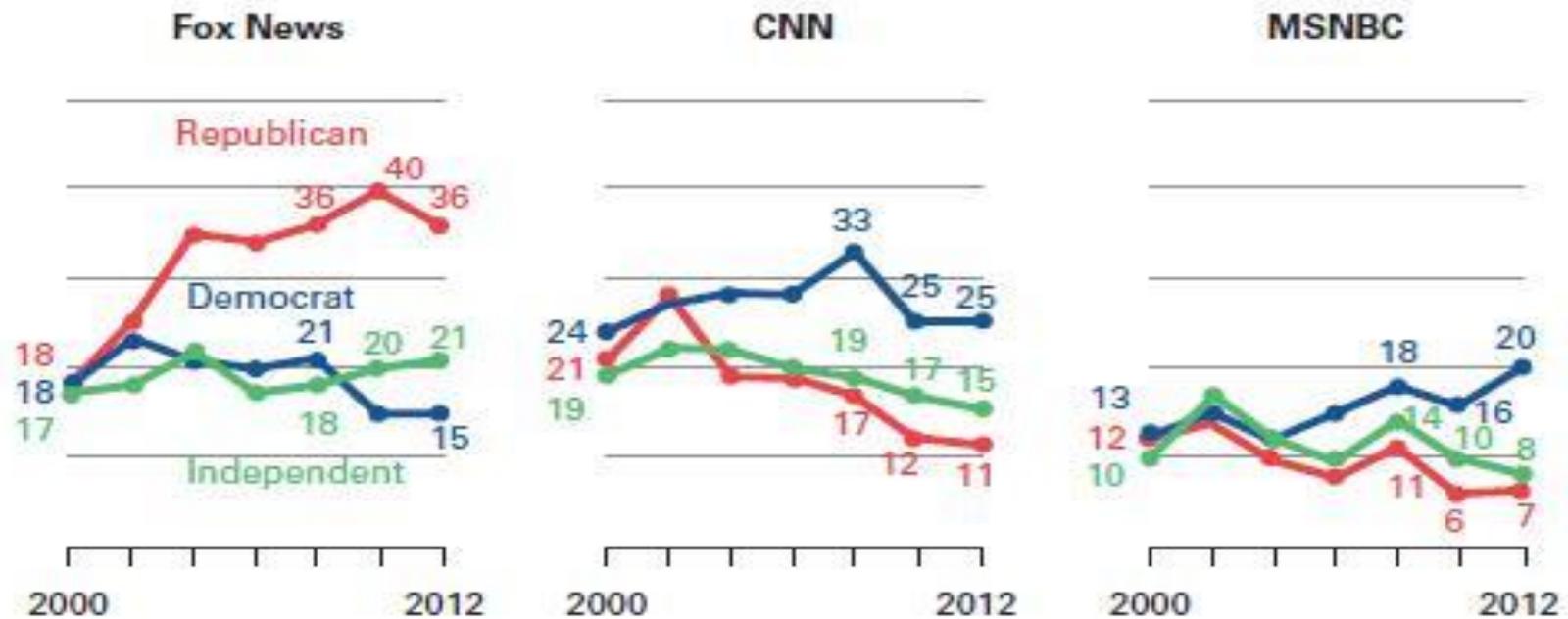


From Broadcasting to Narrowcasting: Rise of Cable and Cable News

- A general audience no more
 - Breaking news
 - “Talk radio on television”
 - “Outrage discourse”
 - Selective exposure

FIGURE 7.1: How the audiences of cable news channels have polarized into rival partisan camps

Percent who regularly watch...



From Broadcasting to Narrowcasting: Rise of Cable and Cable News

- A general audience no more
 - From prestige to profit

Impact of the Internet

- ▣ Information at your fingertips
 - Pop culture over politics

TABLE 7.1: Top 25 Lycos searches for the week of the first 2008 presidential debate

Rank	Search Term
1.	Clay Aiken
2.	Paris Hilton
3.	YOUTUBE
4.	Travis Barker
5.	Pamela Anderson
6.	Kim Kardashian
7.	Facebook
8.	DJ AM
9.	Britney Spears
10.	Dragonball
11.	Lindsay Lohan
12.	Sarah Palin
13.	Megan Fox
14.	Naruto
15.	WWE
16.	Kanye West
17.	Lance Armstrong
18.	Biggest Loser
19.	Bristol Palin
20.	Lehman Brothers Bankruptcy
21.	RUNESCAPE
22.	Kendra Wilkinson
23.	Carmen Electra
24.	Jennifer Hudson
25.	Eva Mendes

Impact of the Internet

▣ Facilitating communications

- Twitter and Facebook

▣ Blogs

- Equal weight with professional journalists?

Political bloggers

7.2



Private Control of the Media

- ▣ Private v. public ownership
 - Private more common in U.S.
 - Public more common abroad
 - Freedom of the press varies

- ▣ Profit orientation
 - Advertising revenue
 - Decline of foreign news reporting

7.2 Watching only news programs that reflect the viewer's politics is called

- a. Selective exposure
- b. Narrowcasting
- c. Infotainment
- d. High-tech politics

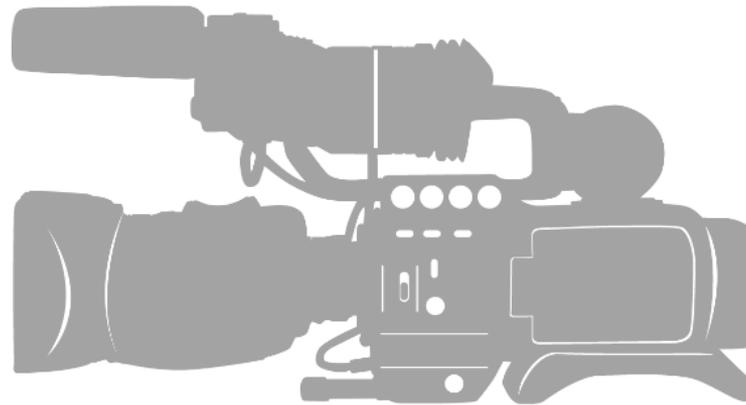
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Explore the Media: Where Do You Get Your Political News?

The Media

Where Do You Get Your Political News?



http://media.pearsoncmg.com/long/long_edwards_mpslgi_a_16/pex/pex7.html

Reporting the News

- ▣ Finding the News
- ▣ Presenting the News
- ▣ Bias in the News

Finding the News

- ▣ Beats
- ▣ Trial balloons
- ▣ Symbiotic relationship
- ▣ Pulitzer Prize winning journalism

Presenting the News

- ▣ Skimming off the cream
 - 10-second sound bites
 - Complex policy issues ignored
 - Politicians can't present issues
 - Politicians can avoid issues

- ▣ Presidents rebuffed
 - Shunted to cable

Bias in the News

- ▣ Do the media have a liberal bias?
- ▣ “If it bleeds, it leads”
 - Visual stimulation: no talking heads

Jerry Sandusky

7.3



TABLE 7.2: Stories citizens have tuned in and tuned out

The explosion of the space shuttle Challenger in 1986	80%
Terrorist attacks on the World Trade Center and Pentagon	74%
Impacts of hurricanes Katrina and Rita	73%
Los Angeles riots in 1992	70%
1987 rescue of baby Jessica McClure from a well	69%
School shootings at Columbine High School in Colorado	68%
Iraq's invasion of Kuwait in 1990	66%
2010 earthquake in Haiti	60%
Start of hostilities against Iraq in 2003	57%
Supreme Court decision on flag burning	51%
Killing of Osama bin Laden in a raid by U.S. forces	50%
Passage of Obama's health care reform bill in 2010	49%
Arrest of O. J. Simpson	48%
Obama's decision to send 30,000 additional troops to Afghanistan	43%
Controversy over whether Elián González must return to Cuba	39%
2000 presidential election outcome	38%
A sex abuse scandal involving Penn State football coach Joe Paterno	34%
Impeachment trial of President Clinton in the Senate	31%
Prescription drug benefit added to the Medicare program	25%
Confirmation of Sonia Sotomayor to the Supreme Court	22%
Obama's decision to reject the Keystone oil pipeline	22%
Jack Abramoff's admission that he bribed members of Congress	18%
2010 Supreme Court decision allowing corporations and unions to pay for ads about political candidates	18%
Ethnic violence in the Darfur region of Sudan	16%
Passage of the Communications Deregulation Bill	12%
Violent protests in Tibet against the Chinese government in 2008	12%

7.3 Why do news outlets seek to entertain rather than educate?

- a. They do try to educate, but they aren't successful at it.
- b. They are motivated by profit.
- c. They believe education is the job of schools.
- d. They understand that it is the best way to present complex issues.

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Explore the Simulation: You Are the Newspaper Editor

You Are a Newspaper Editor Introduction

The media serve many functions in our democratic system. A news editor's focus on readership and sales can impact how a media source fills these functions. Newspapers and other media are for profit, and this sometimes directs decisions about news reporting. In this simulation, you will learn more about the media's role as you overcome five challenges as the news editor of the *San Francisco Call*. The *Call* faces the same struggles as daily newspapers across the nation. It has undergone a drop in readership and ad revenues. In addition to competition from television, the

MyPoliSciLab SIMULATIONS

Progress Map

1 of 14

Menu Audio Previous Next

 http://media.pearsoncmg.com/long/long_longman_media_1/2013_mpsl_sim/simulation.html?simulaURL=15

News and Public Opinion

- ▣ How influential are the media?
- ▣ Agenda-setting effects
 - Sets criteria by which public evaluates leaders
 - Emphasizes one event over another
 - Focuses on misstatements

Video: Thinking Like a Political Scientist

7.4



http://media.pearsoncmg.com/ph/hss/SSA_SHARED_MEDIA_1/polisci/presidency/Seg4_Media_v2.html

7.4 In what area are the media most influential?

- a. Agenda-setting
- b. Voting choices
- c. Approval rating of officials
- d. All of the above

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Policy Entrepreneurs and Agenda Setting

▣ Policy agenda

- Many issues compete for attention from government
- Interest groups, parties, politicians, agencies, all push their priorities

▣ Policy entrepreneurs

- Political activists depend upon the media
- Protests attract coverage

7.5 What is one way for an interest group to gain media coverage?

- a. Write letters to politicians
- b. Send out requests for donations
- c. Stage a protest
- d. Set up a meeting with a public official

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Understanding the Mass Media

- ▣ Media and the Scope of Government
- ▣ Individualism and the Media
- ▣ Democracy and the Media

Video: In the Real World



http://media.pearsoncmg.com/ph/hss/SSA_SHARED_MEDIA_1/polisci/presidency/Seg5_Media_v2.html

Media and the Scope of Government

- ▣ Media as watchdog
 - Press criticism does more good than harm
 - Reporters hold negative views of public officials
- ▣ Media as skeptic
 - Constrains government
 - Focus on injustices enlarges government

Individualism and the Media

- ▣ TV furthers individualism
 - No need for intermediaries
 - Candidates can reach individual voters
- ▣ TV focuses on individuals
 - Personality important
 - Focus on executive branch

Democracy and the Media

- ▣ “Information is the fuel of democracy”
 - But more info does not equal more competence
- ▣ Superficial by demand
 - Profit motive again
 - Public appetite shapes choices

7.6 What is an example of the media as watchdog?

- a. Televising a campaign speech
- b. Reporting about an abuse of power
- c. Criticizing a politician's wife
- d. Polling citizens on an issue

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Discussion Question

How has the development of electronic media changed the relationship between political officials and the public? Overall, are these changes for the better or are they detrimental to our political system? What are some specific pros and cons of media coverage of political events?

Video: So What?



 [http://media.pearsoncmg.com/ph/hss/SSA_SHARED MEDIA_1/polisci/presidency/Edwards_Ch07_Mass Media and the Political Agenda_Seg6_v2.html](http://media.pearsoncmg.com/ph/hss/SSA_SHARED_MEDIA_1/polisci/presidency/Edwards_Ch07_Mass_Media_and_the_Political_Agenda_Seg6_v2.html)

Further Review: On MyPoliSciLab

- ▣ Listen to the Chapter
- ▣ Study and Review the Flashcards
- ▣ Study and Review the Practice Tests