**MASS MEDIA TODAY**

- **Types of media:**
  - Print: newspapers, magazines, journals
  - Digital / Electronic: TV, social media, internet, podcast, blogs etc.

- Various forms of media provide citizens with political information and influence the ways in which they participate politically

- 1st amendment is super important to the media

- The media contributes to the development of an individual’s political attitudes and values through the process of political socialization

- The media is a linkage institution

**DEVELOPMENT OF MEDIA POLITICS**

- Back in the day
  - Franklin Roosevelt really changed the game in the relationship between the Presidency and the media
    - Rise of radio in the 1920s
    - Fireside chats
    - Disability
  - 1960 Presidential election
    - Rise of TV ownership in the 1950s
    - JFK vs. Nixon 1st televised Presidential debate
DEVELOPMENT OF MEDIA POLITICS

- Vietnam War really changed the relationship between the press and the government
  - “credibility gap”
- Watergate scandal
- Rise of investigative journalism
  - Bill Clinton’s affair with White House intern Monica Lewinsky
    - Increasing focus on politicians personal lives
- New phases in the media & politics: cable television (1980s), the internet (90s), and social media. 24 hours news cycle
- Increased reliance on social media for campaign communication and fundraising

DEVELOPMENT OF MEDIA POLITICS

- Print media has been on the decline
- New communication technologies and advances in social media have profoundly influenced how citizens routinely acquire
  - political information,
  - including news events,
  - investigative journalism,
  - election coverage, and
  - political commentary

DEVELOPMENT OF MEDIA POLITICS

- 1st networks used the term “broadcast”
  - Hope to reach and appeal to a broad audience
- Rise of cable TV led to specialized channels
  - Narrowcasting: programming targeting a specific, narrow interest
- Ongoing debate about government regulation of electronic media
- Congress created the Federal Communications Commission (FCC)
  - Intended to regulate the use of the airwaves
  - Seeks to prevent monopolies
  - Stations must serve the public interest
  - Fair treatment rule: if station sells advertising to one candidate, it must be willing to sell it to other candidates running for office
Presenting the News:
• In spite of the advancements in media and increased media choices, most news coverage lacks substance
  – News is oftentimes reduced to sound bites
• Bias in the News
  – Bias is when a certain perspective is advocated or advanced
  – Ideologically oriented programming
  – Impact of media ownership into the hands of a few companies
• Rise of fake news has led to uncertainty over the credibility of news sources & information

REPORTING THE NEWS
• Trial balloons are when information is intentionally leaked in order to gauge the political reaction
• Talking heads: political commentators on the news
• Adversarial press: media is suspicious of government officials, seeks to expose lies and/or negative stories
• Watchdog function of the press
  – “Fourth estate”

THE NEWS AND PUBLIC OPINION
• The public’s views about politicians and public policy is influenced by the media
  – Attention / coverage given to certain candidates
  – Attention / coverage given to certain stories, policies, and/or problems
• Mistakes and/or negative media coverage can sink a campaign.
• Communication technology has changed the president’s relationship with the national constituency and the other branches
  – Rapid response to political issues
  – Rise of social media for campaigning and fundraising
  – Nationally broadcast State of the Union messages
• Politicians and interest groups can bring issues to the public via various media events
• The media plays an important role in setting the policy agenda
  – Platform of issues that politicians, political parties, and/or interest groups find important