

Chapter 1 : Americans, Politics and Social Media

Chapter Review. One of the principal reasons politics is everywhere is that so much media attention is focused on political issues or events. Examining who the news media are, what stories get media coverage, and how stories are reported is crucial to understanding what Americans know about their government.

Join, or Die by Benjamin Franklin The first newspapers appeared in major port cities such as Philadelphia, New York, Boston, and Charleston in order to provide merchants with the latest trade news. They typically copied any news that was received from other newspapers, or from the London press. The editors discovered they could criticize the local governor and gain a bigger audience; the governor discovered he could shut down the newspapers. The most dramatic confrontation came in New York in 1735, where the governor brought John Peter Zenger to trial for criminal libel after his paper published some satirical attacks. The result was an emerging tension between the media and the government. The illiterates often could hear newspapers read aloud at local taverns. By the mid-1700s, there were 24 weekly newspapers in the 13 colonies only New Jersey was lacking one, and the satirical attack on government became common practice in American newspapers. Benjamin Franklin, already famous as a printer in Philadelphia published one of the first editorial cartoons, Join, or Die, calling on the colonies to join together to defeat the French. By reprinting news originating in other papers, colonial printers created a private network for evaluating and disseminating news for the whole colonial world. Franklin took the lead, and eventually had two dozen newspapers in his network. However, the British controlled important cities for varying periods of time, including New York City, to which they sponsored a Loyalist press that vanished in 1776. First Party System Federalist poster about Washington in heaven tells partisans to keep the pillars of Federalism, Republicanism and Democracy With the formation of the first two political parties in the 1790s, Both parties set up national networks of newspapers to provide a flow of partisan news and information for their supporters. The newspapers also printed pamphlets, flyers, and ballots that voters could simply drop in the ballot box. By 1800, both parties had a national network of newspapers, which attacked each other vehemently. The Federalist and Republican newspapers of the 1790s traded vicious barbs against their enemies. The fourth Act made it a federal crime to publish "any false, scandalous, or malicious writing or writings against the Government of the United States, with intent to defame Or to bring them The act expired in 1800. Some editors were the key political players in their states, and most of them filled their papers with useful information on rallies and speeches and candidates, as well as the text of major speeches and campaign platforms. Third Party System Newspapers continued their role as the main internal communication system for the Army-style campaigns of the era. Nearly all weekly and daily papers were party organs until the early 20th century. In 1850, the Census counted 1, party newspapers with a circulation of about one per voter, and only 83 "independent" papers. Editors were senior party leaders, and often were rewarded with lucrative postmasterships. After 1860, William Randolph Hearst, Joseph Pulitzer and other big city politician-publishers discovered they could make far more profit through advertising, at so many dollars per thousand readers. By becoming non-partisan they expanded their base to include the opposition party and the fast-growing number of consumers who read the ads but were less and less interested in politics. There was less and less political news after 1860, apparently because citizens became more apathetic, and shared their partisan loyalties with the new professional sports teams that attracted larger and larger audiences. The number of English-language newspapers had nearly tripled during this time. Technology had a hand to do with this because of faster printing presses, and more efficient transportation. Newspapers such as the New York World and the New York Journal appealed to a wide variety of audiences with pages devoted to finances, sports, women, entertainment, etc. Special Interest newspapers were also on the rise during this period with many different groups pushing their agenda through newspapers and other forms of media. There even came a time that there was up to nine publications in the major cities such as Chicago, Boston, and New York which in turn created fierce competition. Competition caused these publications to lower their prices to just a penny just to stay afloat. Thanks to the rapid expansion of national advertising, the cover price fell sharply to about 10 cents. They were journalists in the Progressive Era 1890s who wrote for popular magazines to expose social and political

sins and shortcomings. They relied on their own investigative journalism reporting; muckrakers often worked to expose social ills and corporate and political corruption. These Journalists were nicknamed muckrakers by Theodore Roosevelt because he complained they were being disruptive by raking up the muck. Lincoln Steffens went after corruption in big cities. Ida Tarbell attacked John D. Rockefeller. Most of the muckrakers wrote nonfiction, but fictional exposes often had a major impact as well, such as those by Upton Sinclair. He is best known for exposing the corrupt meatpacking industry and the horrific working conditions of men working in these factories and the contamination in the meat.

Fifth Party System and New Deal Coalition Most of the major newspapers in the larger cities were owned by conservative publishers and they turned hostile to liberal President Franklin D Roosevelt by or so, including major chains run by William Randolph Hearst. Roosevelt turned to radio, where he could reach more listeners more directly. During previous election campaigns , the parties sponsored nationwide broadcasts of major speeches. Roosevelt, however, gave intimate talks, person-to-person, as if he were in the same room sitting next to the fireplace. His rhetorical technique was extraordinarily effective. However, it proved very hard to duplicate. Young Ronald Reagan , beginning a career in as a radio broadcaster and Hollywood star, was one of the few to match the right tone, nuance, and intimacy that Roosevelt had introduced. However radio presented the new issue, for the government control the airwaves and licensed them. The Federal Communications Commission ruled in the "Mayflower decision" in against the broadcasting of any editorial opinion, although political parties could still purchase airtime for their own speeches and programs. This policy was replaced in by the " Fairness Doctrine " which allowed editorials, if opposing views were given equal time. Party loyalties had weakened and there was a rapid growth in the number of independents. As a result candidates Paid less attention to rallying diehard supporters and instead appealed to independent-minded voters. They adopted television advertising techniques as their primary campaign device. At first the parties paid for long-winded half-hour or hour long speeches. By the s, they discovered that the second or one-minute commercial, repeated over and over again, was the most effective technique. It was expensive, however, so fund-raising became more and more important in winning campaigns. Radio, already overwhelmed by television, transformed itself into a niche service. It developed an important political dimension based on Talk radio. Television survived with a much reduced audience, but remained the number one advertising medium for election campaigns. Newspapers were in desperate trouble; most afternoon papers closed, and most morning papers barely survived, as the Internet undermined both their advertising and their news reporting. The new social media, such as Facebook and Twitter, made use first of the personal computer and the Internet, and after of the smart phones to connect hundreds of millions of people, especially those under age 30. By , politicians and interest groups were experimenting with systematic use of social media to spread their message among much larger audiences than they had previously reached. Recent technical innovations have made possible more advanced divisions and subdivisions of the electorate. Most important, Facebook can now deliver video ads to small, highly targeted subsets. Television, by contrast, shows the same commercials to all viewers, and so cannot be precisely tailored.

Chapter 2 : How Christian media is shaping American politics

The American political system has entered a new period of high-tech politics in which the behavior of citizens and policymakers, as well as the political agenda itself, is increasingly shaped by technology.

The extent of media influence is of both practical and normative importance. The field of political media effects is interdisciplinary and includes political scientists, sociologists, psychologists, communication scholars, economists, anthropologists, and others. Some of these works, such as Ansolabehere, et al. Others, such as Nabi and Oliver and Preiss, et al. Emmers-Sommer and Allen and Nelson, et al. Other literature focuses on the routines that determine the content of media messages. One classic example of this work is Gans This covers a wide range of topics, including media bias, media effects, and the evolution of the media industry. A meta-analysis of media effects research published in Human Communication Research. The results provide clear evidence that media messages facilitate learning and influence attitudes that, in turn, shape behavior. The paper also highlights the moderating effects of age. A seminal book that explores the routines that occur in newsrooms. It presents results from an anthropologically oriented study of major newsrooms. Mass Media and American Politics. A classic textbook on the role of media in American democracy. It covers a range of topics, including the historical evolution of the media. Iyengar, Shanto, and Jennifer A. Includes audiovisual resources that are useful for students. This includes overviews of media priming, news, advertising, and educational programming. Bryner, and Dustin M. Edited by James N. Kuklinski, and Arthur Lupia, " Cambridge University Press, Topics include agenda setting, framing, priming, and new media. Emphasis is placed on why experiments have helped advanced media effects research. Mass Media Effects Research.

Chapter 3 : SparkNotes: The Media: Functions of the Media

The media today are more diffuse and chaotic than ever. The result is a new paradigm in political communications, and both parties are using it. Very little of it has to do with expensive.

October 25, The Political Environment on Social Media Some users enjoy the opportunities for political debate and engagement that social media facilitates, but many more express resignation, frustration over the tone and content of social platforms By Maeve Duggan and Aaron Smith In a political environment defined by widespread polarization and partisan animosity , even simple conversations can go awry when the subject turns to politics. In their in-person interactions, Americans can and often do attempt to steer clear of those with whom they strongly disagree. But online social media environments present new challenges. In these spaces, users can encounter statements they might consider highly contentious or extremely offensive “ even when they make no effort to actively seek out this material. A new Pew Research Center survey of U. But a larger share expresses annoyance and aggravation at the tone and content of the political interactions they witness on these platforms. Among the key findings of this survey: More than one-third of social media users are worn out by the amount of political content they encounter, and more than half describe their online interactions with those they disagree with politically as stressful and frustrating The roughly two-thirds of American adults who use social media sites express a relatively wide range of opinions on the political interactions they witness and take part in on these platforms. Many feel overloaded by political content and view their social media interactions with those they disagree with as a source of frustration and annoyance. At the same time, a substantial minority of users enjoy the ability to consume political content and engage in discussions with people on the other side of issues: Many users view the tone of political discussions on social media as uniquely angry and disrespectful “ although a sizeable share feels that these discussions simply reflect the broader political climate When asked how they view the tone of the political discussions they see on social media, a substantial share of social media users feel these platforms are uniquely angry and disrespectful venues for engaging in political debate. At the same time, a notable minority feels that the political discussions they see on social media are largely reflective of the political discussions they witness in other areas of their lives: Most users try to ignore political arguments on social media as best they can; when that fails, they take steps to curate their feeds and avoid the most offensive types of content For the most part, social media users try to refrain from engaging with the political arguments that enter their feeds: When ignoring problematic content fails, social media users tend to utilize technological tools to remove troublesome users from their feeds entirely. Despite these annoyances, some users “ especially those with high levels of political engagement “ enjoy talking, debating and posting about political issues on social media Yet for all of the tensions and annoyances that accompany political debates on social media, some users do see a good side to these interactions. This is especially true of those Americans who indicate a high level of interest and involvement in the political process more broadly. These highly engaged social media users express many of the same frustrations about the tone and tenor of political discussions on social media “ but many of them simultaneously view social media platforms as valuable tools for political action and discussion. However, Democrats who use social media are somewhat more likely to view these sites as useful vehicles for bringing new voices into the political arena. Political content is as prevalent on Facebook where users mostly follow people they know personally as it is on Twitter where users tend to follow a wider mix of connections The concerns and frustrations outlined above are occurring in a broader context: Two of the more common social media platforms “ Facebook and Twitter “ are illustrative in this regard. But despite these differences in the social and political composition of their networks, an identical share of Facebook users and Twitter users report that they frequently encounter political posts and engage in political discussions among the people in their networks.

Mass media - Means of communication that are reaching the public, including newspapers and magazines, radio, television (broadcast, cable, and satellite), films, recordings, books, and electronic communication.

Robert McChesney comments, "And the founding fathers They understood that setting up a diverse, well funded media system with a broad range of viewpoints was the essence of building of the oxygen for democracy. And it took conscious policies. And how has the press developed in the years since the Bill of Rights outlined its freedoms? In Renaissance Europe, newsletters containing information about everything from wars and economic conditions to social customs were handwritten and circulated among merchants. Publication of information about contemporary affairs began in North America in the early 18th century, but they did not yet resemble the newspapers of today. In fact, at first, the notion that "news" should provide timely accounts of recent events was not self-evident. It filled only three of four 6x10 inch pages of a folded sheet of paper. The journalist stated in his first and only issue that he would issue the newspaper "once a month, or, if any Glut of Occurrences happen, oftener. One original copy was later found in the British Library. It was heavily subsidized by the government, but the experiment was a near failure, with very limited circulation. Colonial Era papers were typically 4-page weeklies containing local ads, short paragraphs of local hearsay, and large, unedited chunks of European political and economic news from the London press. Articles in colonial papers, brilliantly conceived by revolutionary propagandists, were a major force that influenced public opinion in America from reconciliation with England to full political independence. As conflict with England grew intense, colonial printers were compelled to choose sides. Cosby accused Zenger of seditious libel. Zenger was represented by the most prominent attorney in British America, Andrew Hamilton. Reasoning that his client should be acquitted because what he had published about the governor was, in fact, true, Hamilton convinced the jury to find Zenger not guilty. The Brief Narrative argued that newspapers should be free to criticize the government as long as what they wrote was true. The article helped shape the political culture that led to the Revolutionary War and the subsequent adoption of the Bill of Rights. The ratification of the Bill of Rights guaranteed freedom of the press in Amendment 1, which reads, "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances. Congress supported the press with preferential postal rates. The postal subsidy made it much less expensive to send newspapers and periodicals around the country, done specifically to encourage the spread of a print culture. The Sedition Act made it a crime to print "any false, scandalous and malicious writing against the government of the United States. The Act directly contradicted the First Amendment, which had already been ratified in Everyone from writers, editors, printers, and "even drunks who were overheard condemning President Adams" were prosecuted. This failing of the Constitution to guarantee basic rights was only momentary, however. While the law was set to expire in anyway, Thomas Jefferson pardoned everyone convicted under it soon after he was sworn into office. Advances in printing and papermaking technology led to an explosion of newspaper growth, the emergence of the "Penny Press. Using his paper as a platform to reach a large audience, Greeley mounted editorial attacks on the Fugitive Slave Act, the Kansas-Nebraska Act, and the Dred Scott decision. News-gathering became the central function of the general-interest newspaper, but political reporting was not well institutionalized. By , only Baltimore and Washington, D. The first pictorial weekly newspapers emerged, featuring extensive illustrations of events in the news. As politics heated up in this decade, more than fifty papers hired Washington correspondents, most of whom wrote for multiple papers and often held additional jobs as clerks for congressional committees or speechwriters for politicians. After the Civil War, the connection between party and paper began to weaken as liberal reformers criticized party loyalty. By , a quarter of daily newspapers in northern states claimed independence of party. During this time, papers became highly profitable. In addition to increased circulation and decreased production costs, advertising revenue surpassed subscription fees as the primary source of income. Joseph Pulitzer, a key figure in developing the big-business model of the newspaper, and William

Randolph Hearst, seeing the press as both political agency and business, competed for mass circulation. The sensational reporting they turned to became known as "yellow journalism. Features of the modern newspaper appeared: This is also the beginning of the age of media consolidation, as many independent newspapers were swallowed up into powerful "chains. In his inaugural declaration "to give the news impartially, without fear or favor," Ochs set out to distinguish his paper from the yellow journals, to capture a high-toned readership, and to set the standards of journalistic integrity. Progressive Era practitioners of a new style of investigative journalism revealed illegal and unsavory practices of capital, labor, and state and local government. It was Theodore Roosevelt who, in a sizzling attack on their negativism, labeled them muckrakers. The term first applied to a group of journalists and writers who exposed corruption in business and government in the early 20th century; Roosevelt intended the term to be pejorative, but the muckrakers were very influential and provided impetus to the Progressive Era reform movement. After , muckraking abated. But muckraking had already made an impact on the reform movement and would influence the policies of President Woodrow Wilson. Radio became a news medium. Later, during WWII, it would be a significant source of breaking news. During and after WWI, the government suppressed radical newspapers and German language papers, but in *Gitlow v. United States*, the Supreme Court upheld a conviction of radical pamphleteers but acknowledged for the first time that 1st Amendment guarantees of press freedom applied to the states under the 14th Amendment. Minnesota, the High Court struck down a "gag law" suppressing "malicious" and "scandalous" publications. The decisions outlawed the prior restraint of publications and termed suppression a greater danger than journalistic irresponsibility. The Communications Act of , the basic landmark agreement between commercial television and the people of the United has become the unifying thread of all telecommunications laws since then, establishing the following basic principles: The airways are public property; Commercial broadcasters are licensed to use the airways; The main condition for use will be whether the broadcaster served "the public interest, convenience, and necessity. Polls show more Americans report that they rely on television rather than newspapers as their primary source for news. The Freedom of Information Act allows any citizen, including newspaper reporters, to get information from government records. Read more about the Freedom of Information Act. TV coverage of the Vietnam War took on new significance. At the same time, television news was expanding. From this point forward, media began expanding rapidly.

Chapter 5 : The Media [calendrierdelascience.com]

Mass media and American politics covers the role of newspapers, magazines, radio, television, and social media from the colonial era to the present.

Messenger For Americans growing up between the s and the s, religion was not a regular presence on television. Aside from Sunday morning shows or occasional commercials, religious programming issued end-time warnings , sought monetary contributions , or staged faith healings. But it did not cover news. Today is different, however. Not only are there entire networks devoted to religious broadcasting , but also Christian television has moved directly into covering news and politics, reaching millions of Americans daily with a conservative perspective on current events. As a scholar of religion and politics in America , I believe it is important to understand the impact of the medium at this point of time as well as how it came to have such influence. The growth of Christian media American Christians have historically used new media to spread the gospel. In the 19th century, evangelicals used pamphlets and advertising techniques. The early 20th century produced a religious radio subculture that is still thriving in programs like the ones offered by Focus on the Family or Moody Radio. While there was occasionally a political overtone to these programs, most of them refrained from explicit commentary. This changed beginning in the s, in large part, because of two related political trends: One, since the late s, largely fundamentalist Protestant organizations like the Moral Majority took to popularizing Christian conservatism. These organizations rallied national support to influence politicians to oppose abortion rights and the Equal Rights Amendment , among other causes. This gave Christian media further influence in the political world. The televangelists The above political changes were reflected in the rapid growth of Christian shows on cable television. These shows also reinforced conservative talking points as objective facts. Evangelist Jimmy Swaggart , for example, was discovered with a prostitute, and televangelist Jim Bakker was convicted of fraud. On the contrary, as the data shows, religious broadcasting grew hugely in the s and s. Christian media increasingly commented on current events. And, critically, it began to have an influence on the wider culture. Such films and literature attracted tens of millions of viewers and readers. Furthermore, Christian media was used to advance conservative biases. There is considerable evidence, then, of the connections between evangelical media broadly speaking, Christian news specifically, and a conservative Republican base that sought steady support and advocacy from it. Why this matters The power of these programs is more than simply the stories covered or guests interviewed “ it is their social impact on religious beliefs. Christian news is effective in conveying its views because it repeats claims that viewers already believe, and provides them with particular emotional experiences that are described as facts. This way of viewing the world has moved closer to the center of conservative politics since the s, a period of time when the Christian right acquired more influence in American politics. The themes central to Christian television were more consistently those of the Republican Party. President Ronald Reagan with Rev. Further, Christian Broadcasting Network news regularly features stories about Christians persecuted in Turkey or India. While such persecution clearly does occur in places across the world, it is often cited by CBN and other outlets to support the idea that American Christians are censored or otherwise embattled by liberalism or secularism. The growing regularity of such examples has significant implications for American politics. Second, stories on the Christian news channels are constantly tailored to the idea that viewers are being persecuted. By presenting itself as authoritative, trustworthy journalism, Christian news reassures viewers that they do not need to consult mainstream media in order to be informed. More dangerously, it authorizes a particular, often conspiratorial way of viewing the world. It denounces neutrality or accountability to multiple constituencies as burdensome or even hostile to Christian faith.

Chapter 6 : Politico-media complex - Wikipedia

The media influences politics by helping to shape public opinion. The United States has a democratic government, meaning that the people vote to elect leaders and change laws based on the majority. When these voters rely on the mass media to assist them in developing an opinion for determining a.

Continue to article content Our political discourse is shrinking to fit our smartphone screens. While en route to Alaska to promote his climate agenda, the president took a photograph of a mountain range from a window on Air Force One and posted the shot on the popular picture-sharing network. Looking forward to sharing it with you. Ever since the so-called Facebook election of , Obama has been a pacesetter in using social media to connect with the public. Ted Cruz live-streams his appearances on Periscope. Hillary Clinton and Jeb Bush spar over student debt on Twitter. If Sanders is a king, Trump is a god. What Trump understands is that the best way to dominate the online discussion is not to inform but to provoke. If traditional print and broadcast media required candidates to be nouns—stable, coherent figures—social media pushes them to be verbs, engines of activity. Their Twitter tiff was an exception to their generally anodyne presence on social media. They promote his appearances, offer kudos to his endorsers and provide links to his merchandise store. Her Facebook feed is a mirror image of her Twitter feed, and both aim to give followers a warm-and-fuzzy feeling about the candidate. Twice before in the last hundred years a new medium has transformed elections. In the s, radio disembodied candidates, reducing them to voices. It also made national campaigns far more intimate. Politicians, used to bellowing at fairgrounds and train depots, found themselves talking to families in their homes. The blustery rhetoric that stirred big, partisan crowds came off as shrill and off-putting when piped into a living room or a kitchen. Gathered around their wireless sets, the public wanted an avuncular statesman, not a firebrand. With Franklin Roosevelt, master of the soothing fireside chat, the new medium found its ideal messenger. In the s, television gave candidates their bodies back, at least in two dimensions. With its jumpy cuts and pitiless close-ups, TV placed a stress on sound bites, good teeth and an easy manner. Image became everything, as the line between politician and celebrity blurred. Born actors, they could project a down-home demeanor while also seeming bigger than life. Today, with the public looking to smartphones for news and entertainment, we seem to be at the start of the third big technological makeover of modern electioneering. This shift is changing the way politicians communicate with voters, altering the tone and content of political speech. It might best be described as a Snapchat personality. It bursts into focus at regular intervals without ever demanding steady concentration. Social media favors the bitty over the meaty, the cutting over the considered. It also prizes emotionalism over reason. The more visceral the message, the more quickly it circulates and the longer it holds the darting public eye. In something of a return to the pre-radio days, the fiery populist now seems more desirable, more worthy of attention, than the cool wonk.

Chapter 7 : Political content on social media: What Americans see, discuss or post

MASS MEDIA AND THE TRANSFORMATION OF AMERICAN POLITICS I. INTRODUCTION The importance of the mass media¹ in today's society cannot be over-estimated. Especially in the arena of policy-making, the media's influ-

Color bars in a television test pattern. More than in any recent presidential race, the news media have become a central issue in the campaign. Some have complained about the way candidate Donald Trump has been given free access to media outlets while others have critiqued journalists for the job they have done as moderators of candidate debates. Here, he traces the history of how profit undermined public service in the news media. The benefit, however, is mutual. As Trump attacks the press â€”mocking and feuding with journalists, threatening to change libel laws, holding campaign events where reporters are corralled and roughed up â€”he still serves the media well. The stage before the 10th Republican Presidential Debate in February The Republican Presidential Debates brought in record audiences. This raises a number of troubling questions. How did Americans inherit such a systemâ€”one that, in many sectors, is dominated by a few corporations, is only lightly regulated by public interest mandates, and is predominantly commercial, with only weak public alternatives? Is this really the systemâ€”one so beholden to brute market forcesâ€”Americans want? These are historical questions. It arose instead from a history of commercial interests winning out over others. This history is marked by pronounced conflict, in which activists, industries, and regulators all fought over the fundamental nature and democratic role of the American media system. In the face of public criticism, professional norms based on objective and fact-based reporting began to crystallize in the early 20th century to prevent unfettered commercialism from completely debasing the news. They are absolutely without souls. If decent people would refuse to look at such newspapers the whole thing would right itself at once. The journalism of New York City has been dragged to the lowest depths of degradation. The grossest railleries and libels, instead of honest statements and fair discussion, have gone unchecked. And while there are parallels between the two, there are also important differences. The rules of this new media were officially codified by the Communications Act, which established the main regulatory agency for broadcast media, the Federal Communications Commission FCC. The FCC was preceded by the Federal Radio Commission FRC , a temporary agency founded in to provide regulatory stability, particularly around technical issues, for the increasingly contested airwaves. Like the FRC, the FCC was tasked with granting licenses and ensuring that broadcasting stations served the public interest. But programming regulation was thorny terrain because the FCC was forbidden by law to practice censorship. Moreover, the standards by which licensees were judged remained ill-defined, thereby inviting charges of arbitrariness. Any FCC attempt to establish public interest standards invited conflict with the commercial broadcast industry, drawing accusations of paternalism and attacks on free speech. Profit and public service were set at odds. Through the Communications Act, Congress largely sanctioned commercial broadcasting at the expense of non-profit alternatives pushed by educators and reformers. American radio was quickly subsumed by the oligopoly of large networks. By the mids, the broadcast industry was dominated by four networks: The Columbia Broadcasting Corporation logo from to top right. American Broadcasting Corporation logo from bottom right. Most broadcasters viewed their primary role as selling airtime to advertisers who developed programs and promoted their products. A child listens to the radio during its heyday before television. Advertisersâ€”usually called sponsorsâ€”would buy entire time segments of programming from a commercial broadcaster, usually an affiliate of one of the major networks. Shows like soap operas, the term given to s radio serials due to their frequent soap company sponsorship, gave sponsors free rein to air numerous commercials and even to influence actual programming. The FCC at this time was reactive rather than proactive. But this all began to change by the late s when newspapers rapidly bought up radio stations and, in some cases, exerted editorial authority over programming. FDR saw this media consolidation as a threat to democracy and a political challenge to his New Deal agenda. He needed a proxy to make an intervention. Fly initiated a nearly decade-long progressive regulatory orientation for American media policy. A strong-willed New Dealer from Texas, Fly had a deep-seated suspicion of monopoly power, believing that capitalism

founded without competition. He believed that such programming objectives required government-driven structural interventions. Its mission aligned with the objectives of various social movements and was buoyed by growing criticism, especially public distaste for radio commercials. While the commercial system was fairly well established by the 1930s, during and immediately after World War II, a three-pronged assault against commercial media arose from above and below, led by grassroots activists, progressive policy makers, and everyday American listeners and readers who were upset with specific aspects of their media system. Much of their criticism sounds familiar to us today: These critiques gave rise to a nascent media reform movement as coalitions composed of labor unions, civil rights organizers, civil libertarians, disaffected intellectuals, progressive groups, educators, and religious organizations sought to reform the media system. The 1940s were a critical juncture for American media. And finally, in 1934, the FCC issued its Fairness Doctrine outlining key public interest obligations for broadcasters. They addressed a key question: What did commercial broadcasters owe the public in return for their free and monopolistic use of the public airwaves? Taken together, these policy interventions composed a broader impulse, one defined by a social democratic vision of media that emphasized its public service mission instead of treating it as only a business commodity. A prime example of this project was the Blue Book so named because of its blue cover. Its purpose was to mandate that broadcasters devote time to local, noncommercial, and experimental programming, and cut down on excessive advertising. But broadcasters fought it as if it posed an existential threat, and the Blue Book gradually fell into obscurity. Ultimately, reformers failed in their attempts to break up media monopolies while creating a more education-oriented broadcast system. This was largely due to McCarthyite hysteria and Cold War anxieties, which became a favorite political tool used by corporate interests to beat back regulatory interventions. Nonetheless, there were at least a few partial victories. For example, news media began to embrace a notion of social responsibility, and some alternative media institutions like Pacifica radio were established. Public interest policies like the Fairness Doctrine—the rule that broadcasters had to present contrasting views on issues important to local communities—created some potential for advocating public interest programming. While these reforms represented meaningful progress, they fell far short of the structural interventions reformers had initially sought.

Chapter 8 : NOW with Bill Moyers. Politics & Economy. Milestones in Media and Politics | PBS

The media has influenced politics throughout American history. The most prominent and notorious example is the role of William Randolph Hearst's newspapers in starting the Spanish-American War in

Town criers spread information and news including royal edicts, police regulations, important community events and war news. These early methods of communication were often delivered by messengers on foot, and could be easily controlled by the ruling class. Corantos, which were semi-regular pamphlets that reported news, are an example of the early politico-media complex. Popular in England, corantos reported mostly foreign news, as the royal government attempted to control what domestic news reached the masses. Corantos eventually would become regular periodicals that were subject to less political control, and mark one of the earlier forms of industrialized media. The Reporters Without Borders Press Freedom Index suggests that even in many first world countries the rights of the press are not fully respected, and that the press is not completely free to investigate or criticize the government, though the situation is far worse in third world or politically unstable nations. Newspapers and magazines do have a back and forth between readers and journalists. Some studies have shown that the print media are more likely to reinforce existing political attitudes of the masses than change them. How can you condemn human rights violations abroad if you do not behave irreproachably at home? The Obama effect, which has enabled the United States to recover 16 places in the index, is not enough to reassure us. Eritrea is currently a one-party "transitional government" which has yet to enact its ratified constitution. However, a report notes that 55 million newspapers are still sold daily in the United States, [29] and newsprint still plays a significant role in the politico-media complex. Surveys have found that people tend to trust newspapers less than other news media, in part because they believe that newspaper journalists are "isolated and out of touch" and motivated by commercial interests. Harvard Professor Thomas Patterson has said: The early American radio industry was composed of commercial shipping companies that used radio for navigation, and amateur radio enthusiasts, who built radios at home. The close politico-media complex between government and radio was finalized in [original research? Politicians would continue to use the radio in World War II, in which the radio was used primarily for news transmissions and the spread of propaganda. After WWII and throughout the Cold War era, Democratic nations used long-range radio waves to broadcast news into countries behind the Iron Curtain or otherwise information-compromised nations. The American international radio program, the Voice of America, founded during World War II, became a critical part of Cold War era "public diplomacy," which aimed to spread democratic values, and popularize American policies abroad. Truman described the Cold War conflict as a "struggle, above all else, for the minds of men," which the American people would win by getting "the real story across to people in other countries. Programming included unbiased news coverage, musical programs, and Special English broadcasts, which intended to help listeners master American English. Where the less influential ones are not necessarily less self-congratulatory, they are certainly more inward-looking and always carry the label of national specificity. Propaganda Propaganda is a way that politics can be represented and manipulated in film. The same is found in documentaries about the Spanish Civil War. That society may be incapable of testing the present against the past has implications for post-industrial oppression in the West and the strategies for resisting it. Despite the writings of Antonio Gramsci, Herbert Marcuse, and Paulo Freire, the majority of Americans at least do not recognize how important class hegemony, or cultural domination, is in nations where populations are kept obedient to governments through ideological means. Hall describe, he ultimately failed. Smith Goes to Washington " Deeds Goes to Town in which he expresses his disgust with the complexities of politics and calls for individual goodness. Smith Goes to Washington, Capra reinforces the integrity and decency of the everyman who can transcend politics despite the power and crookedness of special interest groups. He fails, however, in the midst of a violent mob with the depressing conclusion that the American public is a credulous crowd, susceptible to manipulation until the John Doe club members come begging his forgiveness and convince him to return to lead them. JFK and The Manchurian Candidate, on the other hand, are based on the premise that democracy is an illusion and Americans are the ignorant pawns of various conspiracies involving,

for example, the collusion between the government and the media. Film, as it contributes to mass culture , has been criticized[according to whom? Such misrepresentation and the ignorance that it promotes and perpetuates has been said to make audiences and citizens vulnerable to manipulative tactics of politicians in a reality that is complex.

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factors contributed to his rise—“including the growing power of social media, a latent racism and nativism within sections of the American public, and economic malaise.

The quote above certainly reflects the power of the media to determine the course of major political events. The purpose of a political party convention is to formally nominate a presidential candidate, but of course the party wants to win votes in the general election. When politicians play to the media, does the media then control politics? Many people today criticize television, radio, newspapers, magazines, and the Internet for unfairly using their power as a major link between citizens and their government. Do the media fairly explore issues, or do they impose their own positions? The influence of the media is increased by the fact that campaigns today have become more focused on the individual than on the party. In order to win primaries, individual candidates seek media attention to gain attention from voters. As a result, do voters hold political power, or has the media simply replaced political parties as the primary force behind candidate selection? The Political Influence of the Media The media can shape government and politics in many ways. Here are a few: By influencing political opinions of voters. Not surprisingly, the voting behavior of people who are actively interested in politics is probably not changed by the media. Committed Democrats and Republicans selectively learn what they want to from media sources. However, the media can sway people who are uncommitted or have no strong opinion in the first place. Since these voters often decide elections results, the power of media in elections can be substantial. By determining the behavior of candidates and officials. Many good politicians have learned that they can succeed “ in getting elected and in getting things done “ if they know how to use the media. President Franklin Roosevelt was famous for his "fireside chats," in which he soothed the pain of economic depression and war by talking to citizens over the radio. Government officials and candidates for office carefully stage media events and photo opportunities. Critics believe that too much attention is focused on how politicians look and come across on camera, rather than on how good a job they are doing in public service. By setting the public agenda. Most Americans learn about social issues from print or electronic media. The fact that the media focuses on some issues and ignores others can help set what gets done in government. Media sources have often been accused of emphasizing scandal and high-interest issues at the expense of duller but more important political problems. Who are these people? Gary Hart had a good chance of becoming President in , but when his affair with Donna Rice was revealed by the press, he was forced to abandon his campaign. The media clearly has a great deal of power in American politics today. Is that a good or a bad thing for government? From one point of view, the media abuse their power, especially since they are driven by profit motive to give people what they want, not necessarily what they need. On the other hand, perhaps the media serves as an important player in a modern "checks and balances" system. Reporters function as "watchdogs" to be sure that Presidents, Representatives, and Justices do not abuse their powers. It provides continuous, commercial-free coverage of the House of Representatives and the Senate when those bodies are in session, and assorted public affairs programming when they are not. Get the latest news from around the globe, and use RealPlayer to view video clips of breaking stories. To paraphrase James Earl Jones: The Associated Press In , representatives of six New York newspapers pooled their resources to better cover the latest news from Europe “ and the Associated Press was born.