

Political Science 10 – American Politics, The Media

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- Today, three main sources of media: Broadcast (tv & radio), print, and internet media

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- Radio news is essentially the same but with no pictures. The rise of conservative talk media, however, has made much radio very opinionated

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- **Citizen Journalism:** New sources of information, much more diverse than traditional media (which was more professional but less diverse); CJ includes bloggers and concerned citizens. Less professional but more broad and diverse

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- But social media and online sources may lead to more polarization, lower tolerance for social and political diversity, and lower political knowledge (for people who get most of their news from blogs). The journalist norm of objectivity and investigative journalism may not be present among social media outlets.

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- **Just three national newspapers: Wall Street Journal, Christian Science Monitor, USA Today, and two newspapers read daily by political elite: New York Times, Washington Post**

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- Murdoch has had huge conservative impact on American politics

Media Mogol: Rupert Murdoch



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 - Why did it take Occupy Wall Street a few weeks to get coverage?

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- In political campaigns, research shows that media focus mostly on horse race (who is ahead/behind), and less on the issues

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- Few citizens read legislation, so when forming opinion about policies, citizens turn to media imagery

Napalm Attack, Vietnam War



Saigon, 1968



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- Media have great influence over whether certain candidates are to be taken seriously. Dennis Kucinich (too liberal); Herman Cain (too ridiculous)