



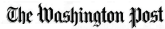


A.P. GOVERNMENT

Unit 4
Political Parties, Ideology, and Elections

“Mass Media”
Mr. Ahlberg

Notes #3

A.P. GOVERNMENT **Types of Mass Media**

- **Newspapers**
 - Oldest form of Media
 - Over 10,000 published in the U.S.
 - Circulation has been on the decline
- Allow for more in-depth coverage of issues as well as investigations
 - Watergate Scandal
- **Examples of Newspapers**
 -  **USA TODAY**
 -  **Associated Press**
 -  **The Washington Post**
 -  **Omaha World-Herald**
 -  **The New York Times**

A.P. GOVERNMENT **Types of Mass Media**

- **Magazines**
 - Started as a political forum
 - 12,000 magazines published in U.S.
 - Most are specialized to a single subject
 - Some are used to inform interest groups
 - AARP
 - NRA
- **Examples**
 - Time
 - Newsweek
 - US News and World Report

A.P. GOVERNMENT **Types of Mass Media**

- **Radio**
 - First technological media
 - Accessible everywhere (local and national shows)
 - 14,000 stations on AM and FM
 - FDR used it effectively during his “Fire Side Chats”
- **Examples**
 - NPR (National Public Radio)
 - Rush Limbaugh
 - Sean Hannity

A.P. GOVERNMENT **Types of Mass Media**

- **Television**
 - 98% of U.S. households have at least one TV
 - Expanded from 3 big networks to over 500
 - Source of news for 80% of the population
 - Politicians now have to look good as well as sound good.
 - Presidential Debate between JFK and Nixon
- **Examples**

CNN	PBS	MSNBC
FOXNews	CSPAN	
ABC	CBS	NBC

A.P. GOVERNMENT **Types of Mass Media**

- **Internet**
 - Is the fast growing form of media.
 - Newspapers and Television have adapted their media to be accessible on the Internet
 - With each Presidential election since 2000, candidates have increasingly used the Internet
 - Source of funding
 - Blogging
 - Tweeting
 - Posting
 - Texting


A.P. GOVERNMENT **Public Agenda**

- The News Media often decides how important an issue is and how prominently it will be covered
- Politicians and Political news reporters depend on each other even though they are typically adversarial



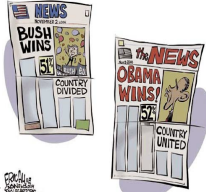
A.P. GOVERNMENT **Affecting Public Opinion**

- Public opinion is altered only if news coverage is extensive and predominately positive or negative
- Public exposure to news has increased while media bias has decreased



A.P. GOVERNMENT **Source of Media Bias**

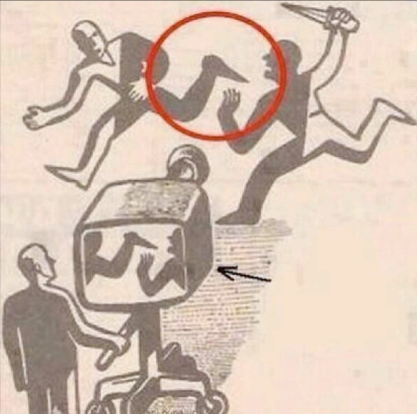
- Media has a need to appeal to the audience immediately
- “Horse-Race Journalism”
 - Focused on polls
 - Differences in personality
 - Sound bites vs. in-depth analysis
- Time and Space Concerns
 - 30 News show has 12 minutes of commercials and 18 minutes of actual news
- Sources used by reporters



A.P. GOVERNMENT



What is going on here?



Don't Let the Media define the way you see things