

MR. LIPMAN'S AP GOVERNMENT POWER POINT FOR CHAPTER 15



THE MEDIA
“THE FOURTH ESTATE”

- Where do people get their news?
- **Mass media** includes
 - Print sources
 - Movies
 - Radio
 - Television
 - New Media
 - Internet and Social Networks

Key Concepts of the Media



- Yellow Journalism
- Muckraking
- Chain Ownership
- The “Big” Three
- Editorializing
- “Off the Record”
- Bias
- Adversarial Press

Print Media

- Early partisan press
- Penny press
- **Yellow Journalism**
- **Muckraking**

1898 Political Cartoon against Yellow Journalism



Radio News

- FDR's fireside chats
 - 1930's weekly address to the nation
- Today
 - AM Talk—conservative dominance
 - ✦ Sean Hannity
 - ✦ Rush Limbaugh
 - Liberals: National Public Radio

Television News

- Network News
 - CBS
 - NBC
 - ABC
 - FOX
- Cable News:
 - C-SPAN
 - CNBC and MSNBC
- Comedy News: SNL, the Daily Show, the Colbert Report



Today most Americans get their news from

_____.

- Cable TV
- the Internet
- Radio
- Local TV
- Newspapers

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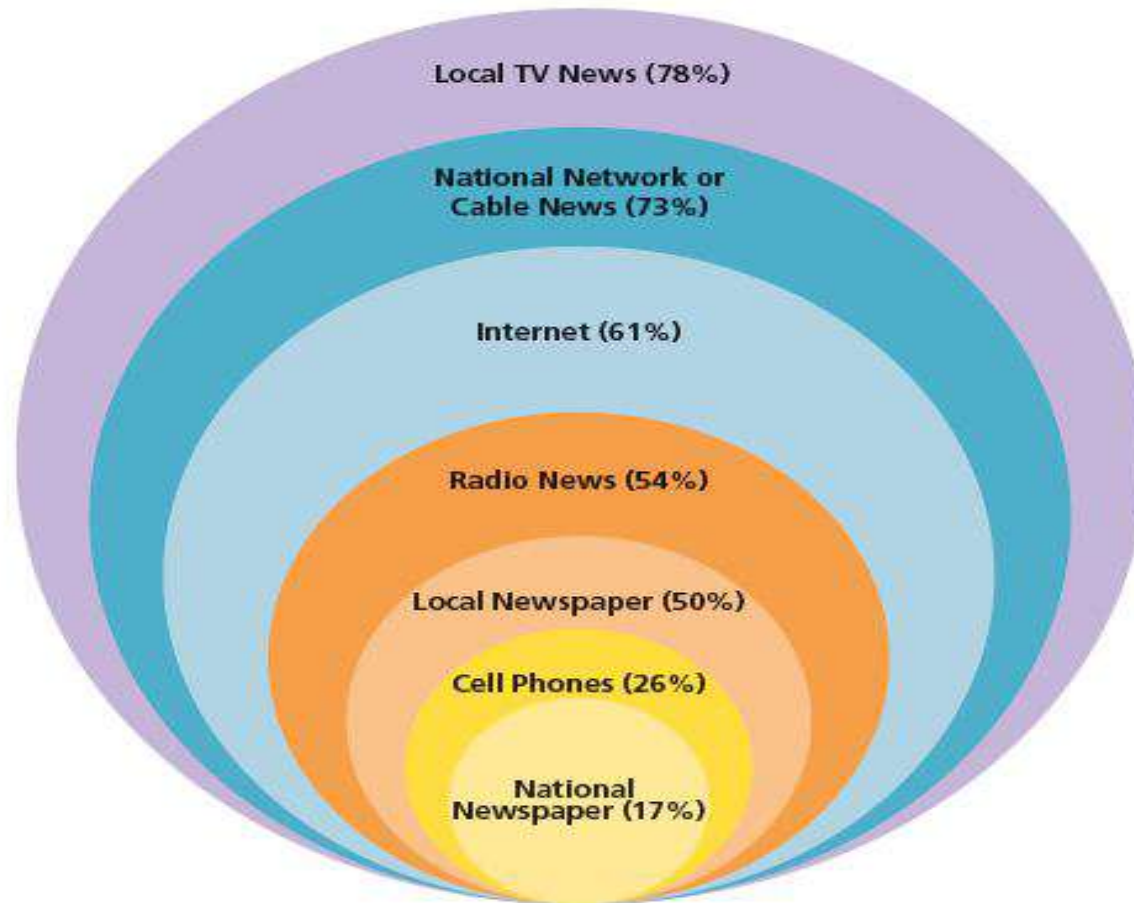
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Where do Americans get their news?



Source: Pew Internet and Public Life Project, "Understanding the Participatory News Consumer." (March 1, 2010): www.pewinternet.org/Reports/2010/online-news.aspx.



Current News Media Trends

- Consolidation of privately-owned media
 - Top 10 media chains account for more than 50% of daily circulation
- Concerns
 - Market pressures
 - Control of the flow of information

Ex: Lebron using ESPN and ABC exclusively to announce decision



Photo courtesy: Larry Busacca/Getty Images for Eastbrook Group



- Press Release: The document
- Press Briefing: Restricted access between
Press Secy and Press
- Press Conference: Unrestricted access between the
official and the press

The White House Press Secretary:_____

- delivers daily briefings to the press.
- answers the phone for the president.
- is really more like an administrative assistant.
- is elected by the national press core to represent their interests.
- is required to bring coffee and cookies to meetings the president has.

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The Impact of Watergate



- Increased negativity
- Increased focus on President
- Increased focus on private matters
- *“All the President’s Men”*

The Press and the Law



- **Defamation** (2 kinds)

- 1. Libel

- 2. Slander

New York Times v. Sullivan (1964)

“must prove **actual malice** if you are a public official, it is not enough to be merely untrue”

Freedom of Information Act (“foil”)

Shield Laws (state and federal—or lack thereof)

Prior Restraint

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Impact of the Media



- 1. persuade uncommitted voters
- 2. determine what is important by what they report
- 3. Majority of Americans believe there is a bias
- 4. Journalists cannot be punished for divulging classified information, only gov't officials can

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- framing
- agenda setting
- media effects
- crossfire
- ideological promotion

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THE AIRWAYS



- Broadcasts are public property leased by the government to private broadcasters.
- 1996 Telecommunications Act deregulates cross ownership
- Equal Time Rule: If selling time must sell equally to all who want
- Fairness Doctrine: (1945-85) Must present contrasting views on political matters

Party affiliation and citizens' news sources



Among Those Who Regularly Watch

Party ID	General Public	FOX News	CNN	MSNBC	Network News
Republican	25	39	18	18	22
Democrat	36	33	51	45	45
Independent	29	22	23	27	26
Other/Don't know	10	6	8	10	7

Source: Pew Research Center for the People and the Press, *News Media Consumption Survey*. (April 30–June 1, 2008): www.people-press.org.