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# The Media and Politics

Lauren Moses  
*Parkland College*

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# THE MEDIA AND POLITICS

Chapter 9

# ROLES MEDIA PLAYS

- Entertainment
- News
- Identifies Public Problems
- Provides Political Forum
- Makes Profit
  - Pressure by Advertisers
  - Newspapers in Crisis



# TELEVISION VS NEW MEDIA

- **New forms of media are displacing the older sources.**
- **Not only newspapers are taking a hit but television in general is being affected.**
  - **22% rely on newspapers to receive information.**
  - **69% rely on television.**

# NEW PATTERNS OF MEDIA

- The Internet is taking over.
  - 11% of 65+ year olds go online to receive information about political campaigns. 31% still use newspapers.
  - Young early adopters of media find old media irrelevant.
  - Older people still outnumber the young when it comes to making it to the polls.
    - 99 million 50+ years of age attend the polls while only 52 million 18-29 year olds.

# INFLUENCE OF TELEVISION

- It is often criticized for being superficial compared to coverage in papers and magazines.
  - Constrained due to time restrictions
- Relies on pictures to attract viewers attention
  - Sound bite: several-second comment selected or crafted for its immediate impact on viewers

# MEDIA AND POLITICAL CAMPAIGNS

- **Television Coverage**
  - **Political Advertising**
    - **\$7 billion spent in 2012**
  - **Negative Advertising**
    - **Daisy Girl, President Lyndon B. Johnson**
    - **Can backfire causing both candidates mentioned to be looked at badly and the third party to win**
- **Televised Political Debates have a huge affect.**

# DAISY GIRL





# INTERNET, BLOGGING, PODCASTING

## ■ Online Fundraising

- Pioneer was Ron Paul earning 10 million but then overshadowed by Obama when he raised 650 million.

## ■ Blogging

- Politicians feel obligated to post blogs on campaign sites.

## ■ Podcasting

- Allows them to post videos and keep in touch with their constituents.

# MEDIA PROBLEMS

- **Concentrated Ownership**
  - They choose what they want to run on their network.
- **Government Control**
  - **The Federal Communications Commission**
    - Regulate radio, television, wire and cable
    - Much more strict than 1<sup>st</sup> Amendment

# BIAS IN MEDIA

- **Bias: inclination or preference that interferes with impartial judgment**
  - **Liberal bias as well as conservative bias**
- **Some say media only covers stories with drama and conflict.**
- **Biased towards “losers” in the political race turning their campaign coverage negative.**