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The Media and Politics

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THE MEDIA AND POLITICS
ROLES MEDIA PLAYS

- Entertainment
- News
- Identifies Public Problems
- Provides Political Forum
- Makes Profit
  - Pressure by Advertisers
  - Newspapers in Crisis
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.
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.
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
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.
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\textsuperscript{st} Amendment
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.