The Role of News Media
Media in Politics

• Mass Media:
  • Television, radio, newspapers, magazines, the Internet and other means of popular communication.

• Increasingly Americans are getting their news from the internet, especially stories on social media
  • Reliability is often questionable at best

• High-Tech Politics
  • Politicians and citizens are impacted by what they see on the media
The Developments of Politics and Media

- Newspapers and Print sources were the first method used in sharing political news in America
- Radio allowed news to reach more citizens quicker
  - Franklin Roosevelt highly utilized it during Presidency
- Television replaced Radio and changed politics
  - Politicians now had to sounds good, and look good
- Internet has allowed almost unlimited access to information
The Media As Watchdog

• Use of Investigative Journalism
  • Media in search of Scandals, Scams and Schemes
  • Government remains more honest in fear of being found out by media
• Media contributes to negative view of government
  • Government Successes less reported on than failures

Carl Bernstein and Bob Woodward
Washington Post Reporters
Media as a Political Forum

• Media allows for the open discussion of politics
  • With freedom of speech also open criticism of government policies

• Politicians able to meet with media to defend or support policy or actions
  • Used as a way to criticize or defend policy issues against
  • Ways of selling policy to citizens
The Media as a means for Political Socialization

- Media is used as a way to keep citizens informed of the actions of the government
  - Ex. CNN Student News
- Media used to get citizens active in politics and attempts to encourage participation
  - Voter Registration
Media and Campaigning

• Media used as main method for campaigning
  • Around 60% of campaign funds used for airing ads on television

• Money from PACs and Super PACs primarily used for advertising
  • Mostly used to smear opponents
  • Mudslinging – Using accusations and insults to damage the reputation of an opponent
Government Regulations of News Media

• 1934: Federal Communications Commission created
  • Prevents Monopolies
  • Conducts exams over goals and performance
    • Stations must benefit society to get a license
  • Fair treatment rules provide equal airtime to both candidates

• Recently been dealing with issues of Net Neutrality
  • Internet service providers need to allow equal access to all content without favoring or blocking particular services
Linking People with the Government

• Linkage Institution
  • The media links citizens with government, along with political parties, interest groups, and elections.
  • The people are informed with what is happening