

The Media

Wilson Chapter 10

Journalism in Political History (overview)

- _____ Press
- _____ Press
- Magazines of _____
- _____ Journalism
- Internet

The Party Press

- Parties created, _____, and controlled various newspapers
- Possible because _____ small, subscriptions expensive
- Newspapers circulated among political and commercial _____
- _____ often subsidized the president's party press

The Popular Press 1

- Changes in society and _____ made possible self-supporting, mass readership daily newspapers
 - High-speed _____
 - _____ gave local papers greater access to news
 - _____, 1848; objective reporting and systematic distribution of information
 - Urbanization concentrated _____ to support paper, advertisers
 - Government _____ Office established 1860—end of most printing contracts to Washington newspapers

The Popular Press 2

- Mass-readership newspapers were _____, reflecting the views of their publishers and editors
 - Joseph _____
 - William Randolph _____ (Spanish – American War)
- Established the feasibility of a press independent of government, demonstrating that there was _____ to be made in criticizing government policies

Magazines of Opinion 1

- Middle class favors new, _____ periodicals
 - _____, *Atlantic*, *Harper's* in 1850s and 1860s
 - *McClure's*, *Scribner's*, *Cosmopolitan* later
- Individual writers gain national followings through _____ reporting
- Number of _____ newspapers declines, reducing the need for sensationalism to sell papers
- Readers were also becoming more educated and _____
- Today, national magazines focused on politics account for a small and _____ fraction of magazines

Electronic Journalism 1

- Radio arrives in _____s, television in the late _____s
- Politicians could address voters _____ but people could easily ignore them and their messages
- _____ politicians could be covered by these media than by newspapers
 - President routinely covered
 - Others must be _____ or have a national reputation or buy time
- _____ sound bites on the nightly news, though, make it more difficult for candidates and officeholders to convey their message

Electronic Journalism 2

- Politicians now have more sources -- _____, early-morning news, news magazine shows – and many of these new sources feature lengthy interviews
- Consequences of two changes remain unknown:
 - Recent _____ of politicians to electronic media for campaigns, elections, governing
 - _____, where a segmented audience is targeted by TV and radio stations
- Politicians continue to seek the media spotlight even after they are elected

The Internet

- A _____ market in political news
- Facilitates communication between voters and political _____

Degree of Competition 1

- Newspapers
 - Number of daily newspapers has not _____ declined
 - Number of cities with _____ papers has declined
 - _____ percent of cities had competing newspapers in 1900
 - _____ percent in 1972
 - _____ rates have fallen, however, as most people get their news from television

Degree of Competition 2

- Radio and television are intensely _____ and becoming more so
- U.S. press is composed mostly of _____ owned and managed enterprises, unlike Europe
 - Oriented to _____ market
 - _____ regulations dispersed ownership

The National Media 1

- Existence somewhat offsets _____ orientation
- Consists of:
 - Wire services (_____, _____)
 - National magazines
 - Television network evening news broadcasts
 - _____ News, _____, _____
 - Newspapers with national readerships
 - *New York* _____
 - *Washington* _____

The National Media 2

- Significance of a national press:
 - Washington officials _____ it closely
 - National reporters and editors are _____ from the local press
 - Better _____
 - From more prestigious _____
 - More _____ outlook
 - Do investigative or _____ stories

The National Media 3

- _____ played by the national press:
 - _____: influences what subjects become national political issues, for how long
 - _____: track political reputations and candidacies
 - Elections are covered like horse _____ rather than as choices among policy alternatives
 - Media momentum during the presidential primary season is crucial

- _____: investigate personalities and expose scandals

Rules Governing the Media (overview)

- Newspapers versus _____ media
- _____ of sources
- Regulating _____
- Campaigning

Newspaper vs. Electronic Media

- _____ are almost entirely free from government regulation
 - Prosecutions only after the fact—no _____
 - After publication, sue only for _____, _____, incitement to illegal act
 - Each of these conditions has been defined _____ by the courts, to enhance the freedom of the press
- Radio and television are _____ and regulated
 - “_____ airwaves”

Confidentiality of Sources

- _____ want right to keep sources confidential
- Most states and federal government disagree
- Supreme Court allows the government to _____ reporters to divulge information in court if it bears on a crime

Regulating Broadcasting 1

- _____ licensing
 - Seven years for _____ license renewal
 - Five years for _____ license renewal
 - Stations must serve “community needs”

Regulating Broadcasting 2

- Recent movement to _____
 - License renewal by _____
 - No hearing unless opposed
 - _____ of some rule enforcement
 - Radio has been the most deregulated, regarding _____ and content

Regulating Broadcasting 3

- Other radio and television regulations
 - _____-time rule
 - Right-of-_____ rule
 - Political-_____ rule
- _____ doctrine was abolished in 1987; still voluntarily followed by many broadcasters

Campaigning 1

- Equal-time rule applies
 - Equal _____ for all candidates
 - Rates no higher than the _____ commercial rate
 - Debates formerly had to include _____ candidates
 - Therefore, Reagan-Carter debate had to be sponsored by _____
 - Now stations and networks can sponsor debates limited to _____ candidates

Campaigning 2

- Not all candidates use TV because its _____ in reaching voters varies
 - Works well only when the market and the district _____
 - More _____ than House candidates buy television time

Studies: Effect of Media on Politics

- Generally inconclusive, because of citizens' . . .
 - _____ attention
 - Mental _____-out
- Products can be sold more easily than _____
- Local newspapers often endorse _____ presidential candidates

Major Effect of Media on Politics 1

- on how politics is _____,
- candidates _____,
- policy _____

Major Effect of Media on Politics 2

- National party conventions are _____ to accommodate television
- Candidates win party nomination via media _____
- Issues benefiting from media attention
 - _____
 - Consumer issues

Major Effect of Media on Politics 3

- Issues that are _____ to citizens are similar to those in media
 - TV influences the political _____
 - But people are less likely to take media cues on matters that affect them _____
- Newspaper readers see bigger _____ between candidates than do TV viewers
- TV _____ affects popularity of presidents; commentaries have short run impact

Government and News – Prominence of the President

- _____ Roosevelt: systematic cultivation of the press became an art form
- _____ Roosevelt: press secretary cultivated, managed, informed the press
- Press _____ today: large staff, performing many functions focused on White House press corps

Government and News – Coverage of Congress

- Never _____ to that of president; members resentful
- House quite _____ in the past
 - No cameras on the floor until _____
 - Gavel-to-gavel coverage of proceedings since _____ (C-SPAN)
- Senate more open
 - Hearings since _____ (1950) have frequently been broadcast
 - TV coverage of sessions initiated by _____ in 1986

Interpreting Political News (overview)

- Credibility and _____ in the media

- Are news stories _____?
- Why are there so many news _____?
- _____ in the media
- Government _____ on journalists

Credibility and Bias in the Media

- Most people _____ the media, especially television where they get most news
 - But the percentage increasing of those who think the media is _____
 - Press itself thinks it is _____
- _____ bias of journalists, especially national media

Are News Stories Slanted? 1

- Various factors influence how stories are written
 - _____
 - Audience attraction
 - Fairness, truth imposed by professional _____
 - Need _____ with different views

Are News Stories Slanted? 2

- Type of story also _____ whether a reporter's or editor's opinion will affect coverage
 - _____ stories: public events, regularly covered
 - Reported similarly by all media; opinions of journalists have least effect
 - Can be misrepresented: _____ offensive
 - _____ stories: public but not routinely covered so requires reporter initiative
 - Selection involves _____ of what is important
 - Liberal and _____ papers do different stories
 - Increasing in number; reflect views of press more than experts or public – “_____”
 - Examples: nuclear power and busing stories

Are News Stories Slanted? 3

- _____ stories: investigative reporting or leaks
 - Involves _____ of facts, so ideology of reporter or editor may surface
 - _____ of person who leaks the story is always a question

Why are there So Many Leaks? 1

- Constitution: _____ of powers
 - Power is _____
 - Branches of government _____ and press is a weapon in the competition
 - Not illegal to print most secrets
- Adversarial press since Vietnam, _____, Iran-contra
 - Press and politicians _____ each other
 - A more suspicious and _____ press
 - Competition for awards, etc. among journalists

Why are there So Many Leaks? 2

- Cynicism created era of _____ journalism
 - Most people do not like this kind of news
 - Media _____ about government mirrors public's increasing cynicism about media
 - People believe the media _____ their coverage, have too much influence, and abuse their constitutional protections
- Also, public confidence in big _____ is down, and now media are big business

- Adversarial media, meanwhile, has made _____ campaign
- advertising more socially _____

Sensationalism in the Media

- Intense competition among media outlets means that each has a small _____ of the audience
- Sensationalism draws an _____ and is cheaper than investigative reporting
- Reporters, meanwhile, may not be _____ sources carefully because there is such competition for stories

Government Constraints on Journalists

- Reporters must strike a balance between . . .
 - Expressing _____, which may alienate sources
 - Retaining sources, and becoming their _____
- Abundance of congressional _____ makes it easier because sources are more numerous
- Governmental tools to fight back
 - Numerous _____ officers in legislative and executive branches
 - _____—canned news
 - Leaks and background stories to _____ reporters
 - Bypass national press to _____
 - Presidential _____ and punishments for reporters based on their stories

The End!