

Name: _____

Government In America, Chapter 7

| Big Idea Questions | Guided Notes | Areas of Concern |
|--------------------|--|------------------|
| | <p style="text-align: center;">The Mass Media Today</p> <ul style="list-style-type: none">▪ Media Event – set up in order to be covered<ul style="list-style-type: none">▫ Example – candidate campaigning _____▪ 60% of campaign spending for Presidents is spent on ___ advertisements<ul style="list-style-type: none">▫ Especially in swing states▫ Most of the ads are negative towards the _____▪ Image of candidates is of the utmost importance <p style="text-align: center;">The Development Of Media Politics</p> <ul style="list-style-type: none">▪ Franklin Roosevelt changed the relationship between presidents and the media<ul style="list-style-type: none">▫ 2 press conferences a _____▫ Press did not reveal he was disabled▪ _____ changed Presidential press reporting<ul style="list-style-type: none">▫ A president’s personal life became fair game▫ _____-Lewinsky scandal▪ Investigative journalism – reporters investigating the truth of government officials<ul style="list-style-type: none">▫ Since 1960, coverage of presidents has become _____ favorable▪ 2 types of media<ul style="list-style-type: none">▫ _____ – newspapers and magazines (less popular)▫ _____ – TV and Internet (more popular)▪ The Print Media:<ul style="list-style-type: none">▫ _____ amendment is instrumental in the media today▫ Citizens that read newspapers are better informed▫ Circulation of print media has _____ in recent years▪ The Emergence of Radio and Television:<ul style="list-style-type: none">▫ Radio ownership is nearly universal▫ Impact of TV on politics?<ul style="list-style-type: none">▪ _____▪ Coverage of _____▪ Government Regulation of Electronic Media:<ul style="list-style-type: none">▫ Federal Communications Commission (FCC) – regulates TV, radio, phones, satellites, and cable▪ From Broadcasting to Narrowcasting....:<ul style="list-style-type: none">▫ Broadcasting – signal is sent to a broad audience (ABC, NBC, CBS)▫ Narrowcasting – sent to a smaller audience (MTV, ESPN, cable news)<ul style="list-style-type: none">▪ Many young adults are more engaged in _____▪ The Impact of the Internet:<ul style="list-style-type: none">▫ Availability of information does not translate to acquisition of _____ | |

information

- _____ have increased the influence of average citizens
- Private Control of the Media:
 - Many countries have government-owned news stations (_____)
 - Public ownership has its benefits – news is not reliant on _____

Reporting The News

- News is reported when it is different
 - President Bush in Japan in 1992
 - Many networks choose to air what is _____
- Finding the News:
 - _____ – purposely leaking information to the public to test the political reaction
 - _____ of reporters – in order to increase access to war coverage, reporters were embedded with troops
 - Sources wanting to expose the truth are rare, but do happen – “Deep Throat” in the _____ Scandal
- Presenting the News:
 - Most news coverage is superficial and lacks substance
 - More technology has not meant more coverage, rather the opposite is true
 - More likely to see _____ of a speech than the speech itself
 - 1992 – _____ minutes per night of the presidential campaign, 2000 – _____ minutes per night
- Bias in the News:
 - _____ – advocating a certain perspective
 - Mainstream media is often accused of being liberal

The News And Public Opinion

- The media can (and does) influence how the public views politicians:
 - Choose the stories and can increase attention to certain problems
Focusing on _____ (1992)
 - If a politician misstates something, the Media can focus heavily on that

Policy Entrepreneurs and Agenda Setting

- Policy Agenda:
 - Set of issues that politicians and others deem important and focus on (_____, Middle East, etc.)
This is fluid and can (and does) often change based on circumstances
 - Policy entrepreneurs – people that bring attention to an issue via
Use press releases, conferences, and letter writing to bring attention to their cause

Understanding Mass Media

- The Media and the Scope of Government:
 - Americans view positively the media keeping politicians in _____
 - The media's " _____ " can increase the size of government by encouraging the government to solve problems
- Individualism and the Media:
 - The media focuses on individuals more than groups
 - A politician's image is more important than ever – especially the _____
- Democracy and the Media:
 - Access to information does not equate to an informed society
 - Those that access information are more likely to vote and help dictate policy

Quick Recap

- _____
- _____
- _____
- _____
- _____