

# THE MEDIA

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- Business model: develop and distribute (news) content
  - Make money through ads and subscription fees

- Try to reach as many people as possible

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- Basically all homes have at least one TV
  - About 75% have internet access

## MEDIA AS POLITICAL INSTITUTION

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- Print

- Print
- Broadcast

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- Internet

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Which do you use most?

- More than a thousand daily newspapers in the US



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- Historically a cheaper option than broadcast
- Very unregulated

- Newspapers hugely important

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- Provides details and context not usually seen in the short TV segments

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- Remains to be seen whether the internet can replace them, especially with regard to local news coverage



- Historically more expensive than print

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- Technological limitations forced the federal government to heavily regulate licenses for the broadcast spectrum

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- Rise of *soft news* and *infotainment*

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- People, media, candidates can all talk directly to each other
  - Hard to implement well

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- Government regulates both content and ownership of broadcast media

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  - Led to many mergers

- The **equal time rule** says that a broadcaster must provide candidates for political office equal opportunity to broadcast their message

- The **right of rebuttal** is an FCC regulation that gives individuals the opportunity to respond to personal attacks



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- No longer enforced by the FCC since there are so many stations

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- In the US, except under extraordinary circumstances, the First Amendment prohibits government from preventing

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- The Supreme Court said yes



- Other court decisions have ruled that network stations have the same protections as traditional print media

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- FOX comes along shortly after

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- But large corporations (e.g. Google) have a large presence on the internet and can effectively censor parts

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- Journalists have large leeway in interpretation of news stories

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- What do you think?

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- But does this translate into their stories?

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  - PBS leans neither way



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- This may be shifting with the rise of FOX and MSNBC

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- Hiring reporters

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  - Ensure the story is published on their terms

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- Allows companies/politicians to control a story's context

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- At best questionably ethical

- Consumers tend to be middle-upper or upper class, so the news reports tend to cater to their interests



## MEDIA EFFECTS

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- Agenda setting

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- Priming

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- Priming
- Framing

- Media sets the agenda

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- Decides what to cover, which side(s) of the story to focus on

- Prime people to think of a story in a certain light

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- Cover the debt, then cover a welfare story



- Prime people to think of a story in a certain light
- Cover the debt, then cover a welfare story
- This makes people think of welfare in terms of money and expenses

- **Framing** theory states that an issue can be viewed from a variety of perspectives and have implications for multiple values and considerations

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- Small changes in the presentation of an issue can produce large changes in opinion

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Do you favor or oppose allowing a hate group to hold a political rally?<sup>1</sup>

Given the importance of free speech - 85% favor

Given the risk of violence - 45% favor

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