

# 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!