

American National Government  
POL 140  
Sections 3-6  
Media

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- Updated Syllabus on Blackboard. Make sure you use THIS syllabus.
- Paper 2
- Exam 2
- Extra Credit-Check Blackboard.



- Transformation
- Functions
- Shaping Public Opinion



**News:** the news media's version of reality, usually with an emphasis on timely, dramatic, and compelling events and developments.

**News media:** Those print and broadcast organizations that are in the news reporting business.



**Partisan Press:** Newspapers and other communication media that openly support a political party and whose news in significant part follows the party line.

**Yellow Journalism:** “Shrieking, gaudy, sensation-loving, devil-may-care” approach to reporting which will lure reader in by any means possible.

**Objective Journalism:** a model of news reporting that is based on the communication of “facts” rather than opinions and that is “fair” in that it presents all sides of partisan debate.

**New Media:** The growing number of electronic communications made possible through computer technologies.



**Watchdog:** The accepted responsibility of the media to protect the public from deceitful, careless, incompetent, and corrupt public officials by standing ready to expose any official who violates accepted legal, ethical, or performance standards.

**Common Carrier:** The media's function as an open channel through which political leaders can communicate with the public.

**Signaling:** The accepted responsibility of the media to alert the public to important developments as soon as possible after they happen or are discovered.

**Partisan Function:** Efforts by the medias actors to influence public response to a particular party, leader, issue, or viewpoint.

- Glenn Beck



**Agenda setting:** The power of the media through news coverage to focus the public's attention and concern on particular events, problems, and issues.

**Framing:** The process of selecting certain aspects of reality and making them the most salient part of the communication, thereby conveying a particular interpretation of a situation.

**Priming:** The process by which a communicated message, because of its content, activates certain opinions but not others.

## Framing of a KKK Rally

- Framing Experiment
- Public Order
- Speech



	Free Speech	Public Order
Tolerance for rallies	3.96	3.31
Tolerance for speeches	4.17	3.54
Reaction time for free speech words	6.34	6.42
Reaction time for disorder words	6.43	6.53
Reaction time for filler words	6.35	6.48
Importance of free speech	5.49	5.25
Importance of public order	4.75	5.43



# The [not so] Liberal Media



Democrats are looking to New England to help them pick up Republican-held Senate seats on Nov. 6 and construct a barrier against likely losses in Nebraska and elsewhere that could erase their majority.

In Maine, former Gov. Angus King, an independent, leads in the polls and is seen as likely to side with Democrats if he wins. As a sign of Kings likely victory, the National Republican Senatorial Committee has stopped spending money on the race.

In Massachusetts, Republican Sen. Scott Brown is now the underdog against Democratic challenger Elizabeth Warren as the state is poised to easily back President Barack Obama over Mitt Romney.

In Missouri, the once vulnerable Democratic Sen. Claire McCaskill is trying to hold onto her seat against Rep. Todd Akin, who severely damaged his candidacy when he said women's bodies can avoid pregnancy in cases of "legitimate rape." National Republicans, including Romney, abandoned Akin, but conservatives and evangelicals still stand behind his candidacy.

# The Liberal/Conservative Divide of the Media



- Talk Shows
- Comedy Shows
- Internet



- Who watches the news?
- Hard vs Soft News
- Oprah vs Jon Stewart



- Chapter 10 quiz is due by next class period
- You also have a test, the next time we meet.