

Political Communication: Media and Campaigns
POLS 418
MWF 10:00-10:50

Drew Seib

February 28, 2011

Before we get started...

- ▶ For this week
 - ▶ Today: Kaid Ch9
 - ▶ Wenesdsay: Baum and Jamison (2006)
 - ▶ Friday: Kaid Ch 10

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Goals

- ▶ Sources of Bias
- ▶

Bias

- ▶ Explain why you agree or disagree with this statement:
Partisan bias is not widespread in modern campaigns.

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- ▶ Kaid says that scholars struggle to find partisan bias, but there are other forms of bias. What are these other forms of bias and are these causes for concern?

Bias

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Partisan bias is not widespread in modern campaigns.
- ▶ Kaid says that scholars struggle to find partisan bias, but there are other forms of bias. What are these other forms of bias and are these causes for concern?
- ▶ One example of structural bias that Kaid discusses is the horse race. Why does the media focus so much on the horse race?

Learning

- ▶ One of the ways that people learn about campaigns is through the news. Given the greater access and exposure to the news what should we expect regarding citizens level of political knowledge and what have scholars found?

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 - ▶ Who is to blame for voter's lack of knowledge?

Norms and Forms

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- ▶ What are some of the differences between local media coverage of campaigns and broadcast or national media's coverage of campaigns? What might explain these differences?

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- ▶ What role does news analysis now play in the reporting of campaign news?
- ▶ Has the 24 hour news cycle affected the way the media report on campaigns?
- ▶ What are some of the differences between local media coverage of campaigns and broadcast or national media's coverage of campaigns? What might explain these differences?
- ▶ Kaid briefly discusses the Internet's role in covering campaigns. Given what she says about new media and when she wrote this chapter, has anything changed?

Down Ballot Offices

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- ▶ Is news coverage of offices below the president the same?
- ▶ What office is covered least by the media and why?