

# AP US Government

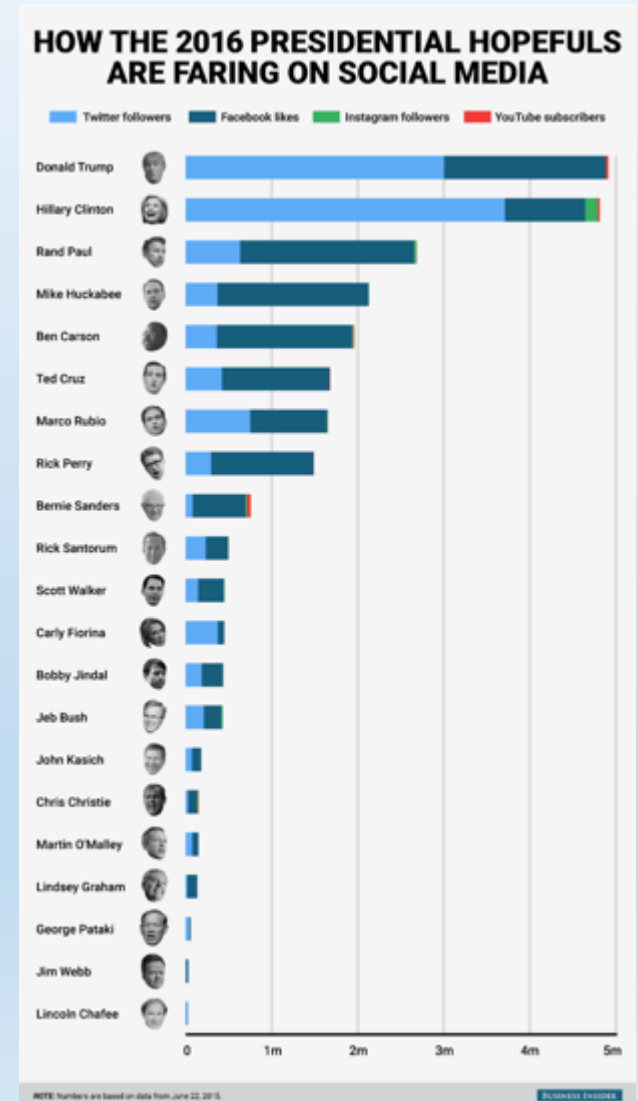
## Unit 6 – Linkage Institutions

**WE NEED A LINK**



# Unit 6: Linkage Institutions

## Lesson 6.1 – Media Basics



# Introduction

- Mass Media:
  - Television, radio, newspapers, magazines, the Internet and other means of popular communication
- High-Tech Politics:
  - Politics in which the behavior of citizens, policymakers, and political agenda are increasingly shaped by technology
  - Candidates have learned that one way to guide the media's focus is to limit what they report on to carefully scripted events.



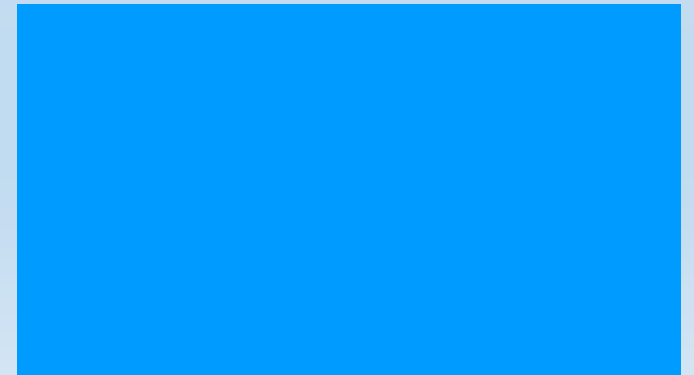
# The Mass Media Today

- Media Events: Events purposely staged for the media that look spontaneous.
  - Truly spontaneous events can sometimes backfire on candidates.
- Image Making – Presenting oneself in a particular way to appeal to voters.
- The Reagan administration - particularly effective in controlling the president's image as presented by the media.
  - The *30-second presidency* (a reference to 30-second sound bites on TV)



# Media Events Staged or Spontaneous?

- Candidate Obama meets Joe the Plumber
- President Reagan speech at the Brandenburg Gate
- Governor Christie meets Hurricane Sandy Protestor





# The Development of Media Politics

- Press Conferences: meetings of public officials with reporters.
- Investigative Journalism: the use of in-depth reporting to unearth scandals, scams & schemes putting reporters & politicians opposite each other.
- Coverage of presidential candidates has become less favorable.



# The Print Media

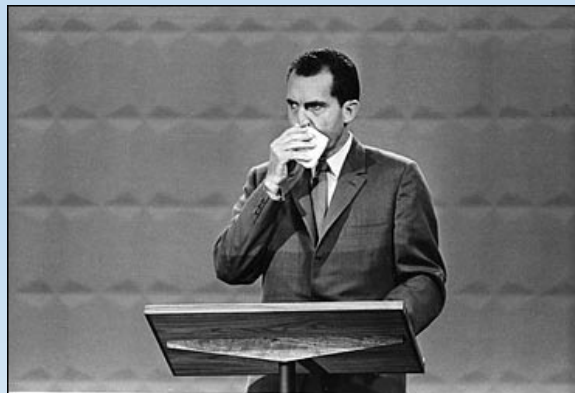
- Newspapers and magazines
- “Yellow journalism”: a sensational style of reporting characterized newspapers at the turn of the century.
- Pecking order among newspapers
  - *New York Times* has largest impact
  - *Washington Post* (clearest rival)
  - *Wall Street Journal*
  - *Chicago Tribune*, *LA Times*... serve local markets more
- Newspaper and newsweekly circulation has declined.
  - Why?????





# The Broadcast Media

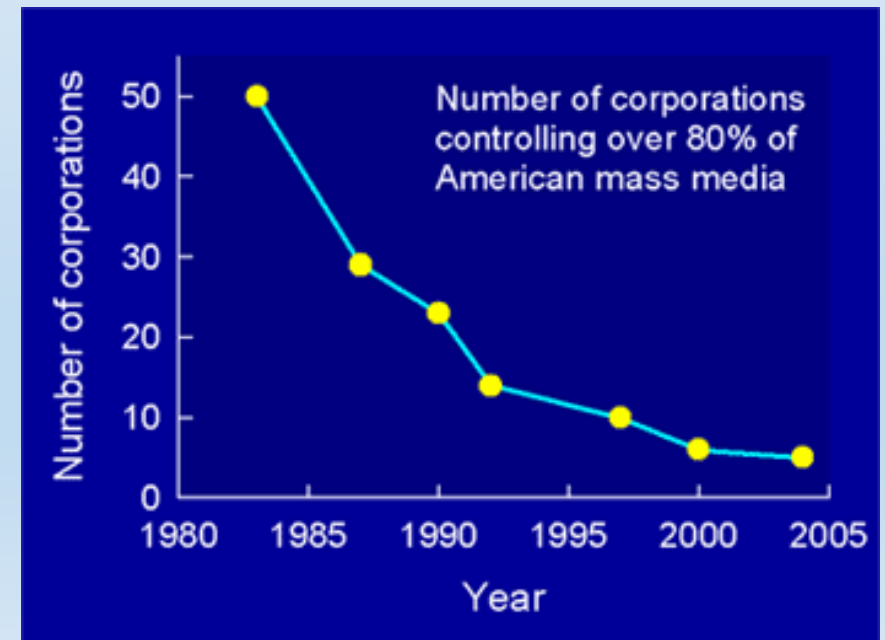
- Television and radio
- Brought government and politics into peoples' homes.
  - Vietnam War and Civil Rights
- Politicians' appearances and mannerisms more important.
  - Kennedy-Nixon presidential debate





# Federal Communications Commission

- Independent regulatory agency - regulates the use of airwaves in three ways:
  - Prevent near monopoly control of market (limited to 35% control)
  - Reviews performance of stations (serve public interest to maintain broadcast license)
  - Issues fair treatment rules for politicians (must be willing to sell ad time to all candidates for same office)



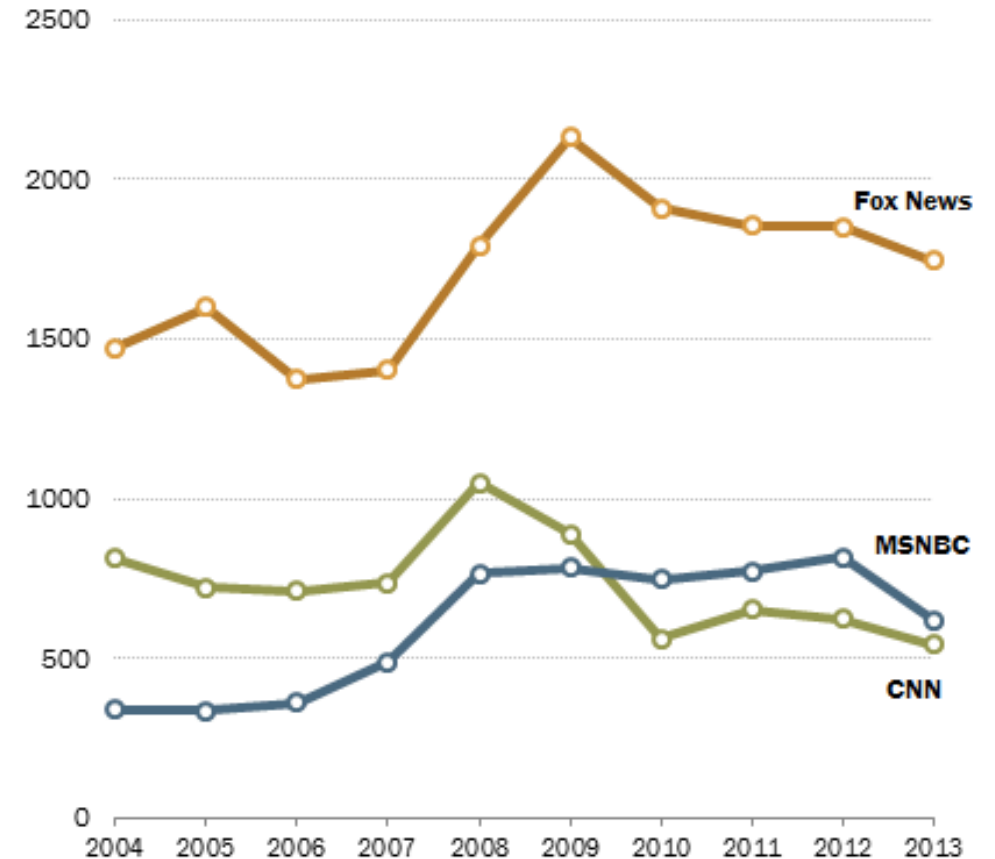
# Impact of Narrowcasting

- **Narrowcasting** - replaced broadcasting, meaning stations target particularly narrow audiences.
- Increasing the division between the knowledgeable and the apathetic.



## Fox Leads, but Cable Viewership Declining

*Cable News Median Prime-Time Viewership, in Thousands*



Source: Nielsen Media Research, used under license

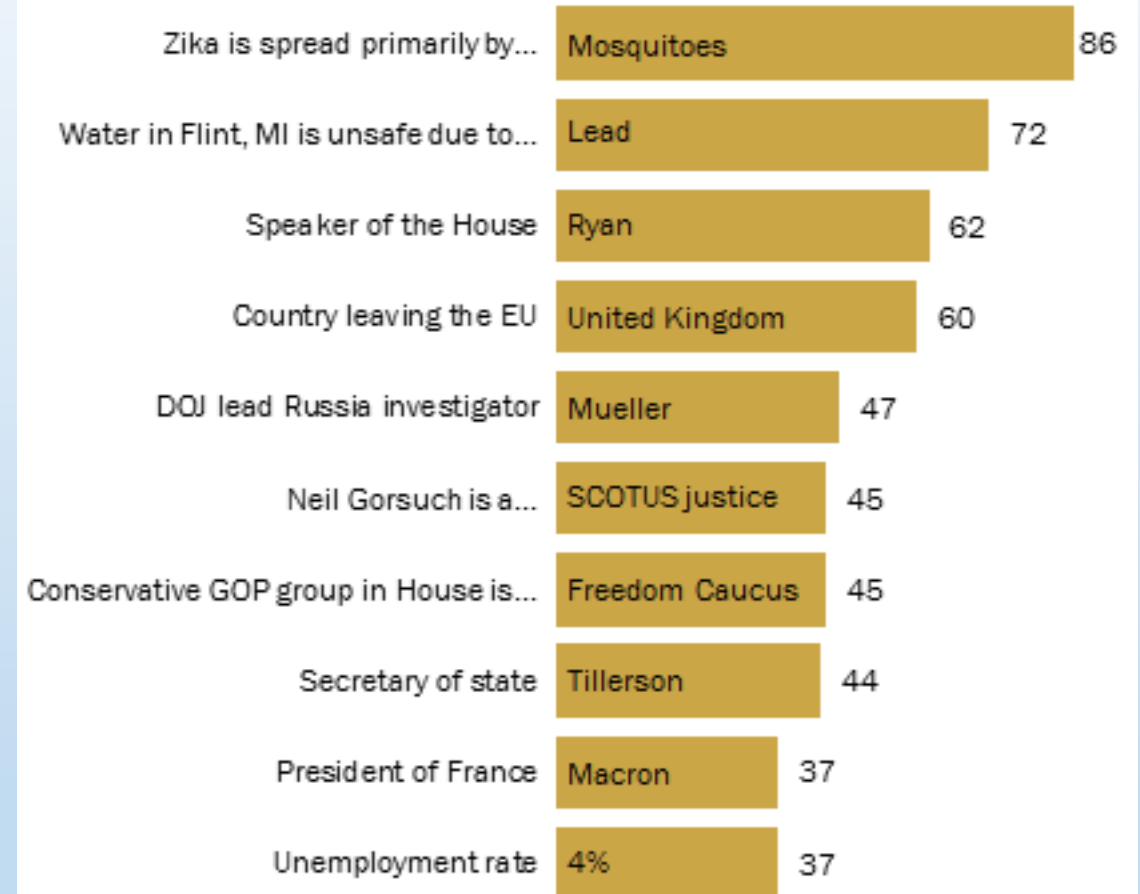
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# Impact of the Internet

- Potential to inform Americans about politics
- Internet is purposive—people choose what to learn about
- Since Americans are generally disinterested in politics, they will not necessarily use the Internet for political information.
- Blogs provide additional information about news stories.

## Public's awareness of developments, political leaders

*% answering each correctly*



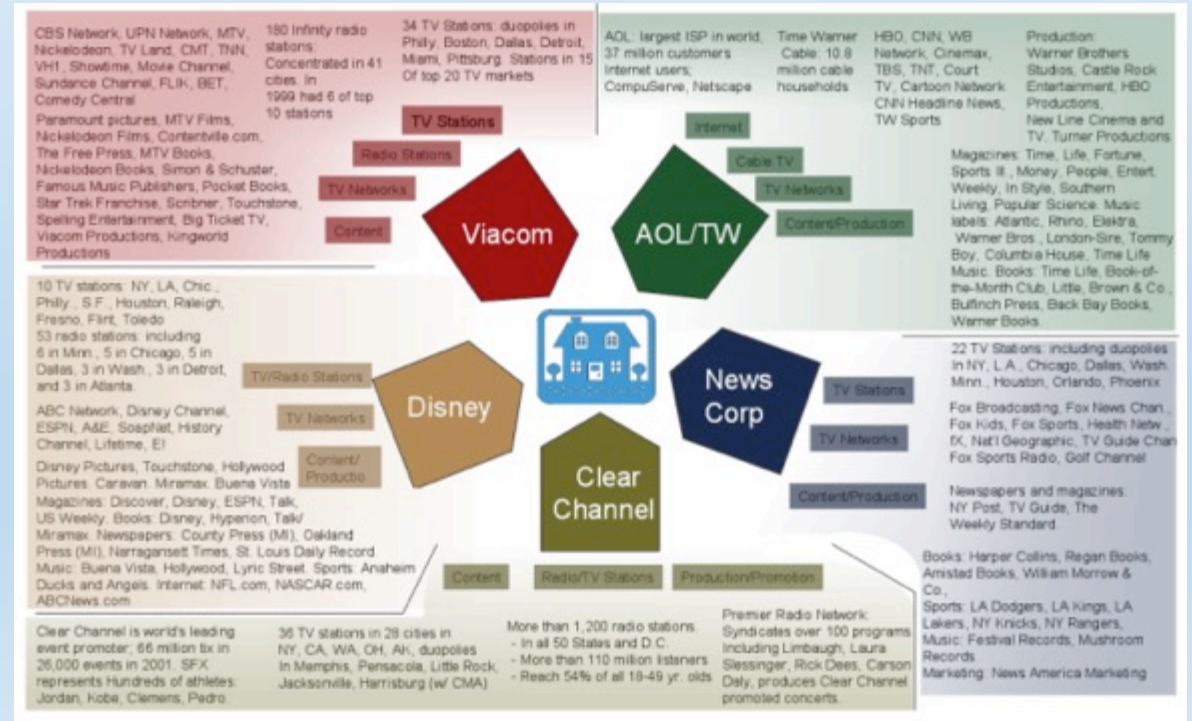
Source: Survey conducted June 22-25, 2017.

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# Private Control of the Media

- Small number of TV stations are publicly owned in America.
- Independent in what they can report, media are totally dependent on advertising revenues.
- Chains: massive media conglomerates that account for over four-fifths of the nation's daily newspaper circulation
  - Also control broadcast media



CBS Network, UPN Network, MTV, Nickelodeon, TV Land, CMT, TNN, VH1, Showtime, Movie Channel, Sundance Channel, FLIK, BET, Comedy Central

Paramount pictures, MTV Films, Nickelodeon Films, Contentville.com, The Free Press, MTV Books, Nickelodeon Books, Simon & Schuster, Famous Music Publishers, Pocket Books, Star Trek Franchise, Scribner, Touchstone, Spelling Entertainment, Big Ticket TV, Viacom Productions, Kingworld Productions

180 Infinity radio stations: Concentrated in 41 cities. In 1999 had 6 of top 10 stations

34 TV Stations: duopolies in Philly, Boston, Dallas, Detroit, Miami, Pittsburg. Stations in 15 Of top 20 TV markets

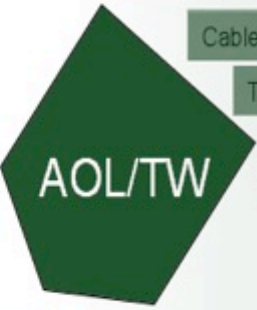
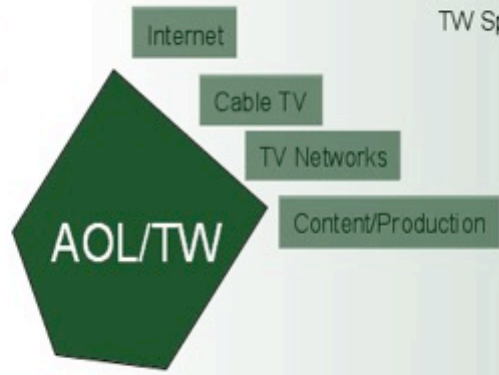


AOL: largest ISP in world, 37 million customers Internet users; CompuServe, Netscape

Time Warner Cable: 10.8 million cable households

HBO, CNN, WB Network, Cinemax, TBS, TNT, Court TV, Cartoon Network CNN Headline News, TW Sports

Production: Warner Brothers Studios, Castle Rock Entertainment, HBO Productions, New Line Cinema and TV, Turner Productions

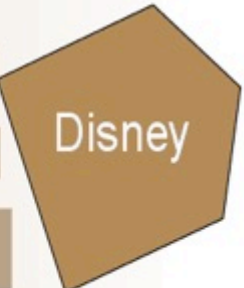


Magazines: Time, Life, Fortune, Sports Ill., Money, People, Entert. Weekly, In Style, Southern Living, Popular Science. Music labels: Atlantic, Rhino, Elektra, Warner Bros., London-Sire, Tommy Boy, Columbia House, Time Life Music. Books: Time Life, Book-of-the-Month Club, Little, Brown & Co., Bulfinch Press, Back Bay Books, Warner Books.

10 TV stations: NY, LA, Chic., Philly., S.F., Houston, Raleigh, Fresno, Flint, Toledo  
53 radio stations: including 6 in Minn., 5 in Chicago, 5 in Dallas, 3 in Wash., 3 in Detroit, and 3 in Atlanta.

ABC Network, Disney Channel, ESPN, A&E, SoapNet, History Channel, Lifetime, E!

Disney Pictures, Touchstone, Hollywood Pictures, Caravan, Miramax, Buena Vista  
Magazines: Discover, Disney, ESPN, Talk, US Weekly. Books: Disney, Hyperion, Talk/Miramax. Newspapers: County Press (MI), Oakland Press (MI), Narragansett Times, St. Louis Daily Record. Music: Buena Vista, Hollywood, Lyric Street. Sports: Anaheim Ducks and Angels. Internet: NFL.com, NASCAR.com, ABCNews.com



22 TV Stations: including duopolies in NY, L.A., Chicago, Dallas, Wash. Minn., Houston, Orlando, Phoenix

Fox Broadcasting, Fox News Chan., Fox Kids, Fox Sports, Health Netw., fX, Nat'l Geographic, TV Guide Chan, Fox Sports Radio, Golf Channel

Newspapers and magazines: NY Post, TV Guide, The Weekly Standard.

Books: Harper Collins, Regan Books, Amistad Books, William Morrow & Co., Sports: LA Dodgers, LA Kings, LA Lakers, NY Knicks, NY Rangers, Music: Festival Records, Mushroom Records Marketing: News America Marketing

Clear Channel is world's leading event promoter; 66 million fix in 26,000 events in 2001. SFX represents Hundreds of athletes: Jordan, Kobe, Clemens, Pedro.

36 TV stations in 28 cities in NY, CA, WA, OH, AK, duopolies in Memphis, Pensacola, Little Rock, Jacksonville, Harrisburg (w/ CMA)

More than 1,200 radio stations.  
- In all 50 States and D.C.  
- More than 110 million listeners  
- Reach 54% of all 18-49 yr. olds

Premier Radio Network: Syndicates over 100 programs including Limbaugh, Laura Slessinger, Rick Dees, Carson Daly, produces Clear Channel promoted concerts.

# Presidents and the Media

