**The Mass Media and the Political Agenda**

* **Mass Media:**
	+ Television, radio, ­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, magazines, the ­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_and other means of popular communication
* **High-Tech Politics:**
	+ A politics in which the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_of citizens and policymakers and the political agenda itself are increasingly shaped by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* **Effective communication through media is key to political success.**
	+ Media Events: events \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_staged for the media that nonetheless look spontaneous.
		- Media events can be staged by almost\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
	+ Image making and news \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is important, especially for presidents.
* **Introduction**
	+ The news media \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_always so important.
	+ Press Conferences: meetings of public officials with reporters.
		- Franklin Roosevelt held over \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Journalism: the use of in-depth reporting to unearth scandals, scams & schemes putting reporters & politicians opposite each other.
	+ Coverage of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_candidates has become less favorable.
* **The Print Media**
	+ Newspapers and magazines
	+ “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_”: a sensational style of reporting characterized newspapers at the \_\_\_\_\_\_\_\_\_\_\_\_\_ of the century.
	+ Pecking order among newspapers
		- *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* has largest impact
	+ Newspaper and newsweekly circulation has declined.
* **The Broadcast Media**
	+ Television and \_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Brought government and politics into peoples’ homes.
		- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ War
	+ Politicians’ appearances and mannerisms more important.
		- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_presidential debate
* **Government Regulation of the Broadcast Media**
	+ The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Commission (FCC) regulates the use of airwaves in three ways:
		- Prevent near \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_control of market
		- Reviews performance of stations
		- Issues fair \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_rules for politicians
* **From Broadcasting to Narrowcasting: The Rise of Cable News Channels**
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: media programming on cable TV or Internet that is focused on one topic and aimed at a particular audience, e.g., C-SPAN
	+ Potential of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_to report on news as it happens and offer myriad choices
	+ Yet \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_are limited and stories are not substantive
* **The Impact of the Internet**
	+ Potential to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Americans about politics
	+ Internet is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_—people choose what to learn about
	+ Since Americans are generally \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_in politics, they will not necessarily use the Internet for political information.
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_provide additional information about news stories.
* **Private Control of the Media**
	+ Only a small number of TV stations are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_owned in America.
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_in what they can report, media are totally dependent on advertising revenues.
	+ Chains: massive media \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_that account for over four-fifths of the nation’s daily newspaper circulation
		- Also control broadcast media
* **Finding the News**
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: specific locations from which news frequently emanates, such as Congress or the White House
	+ Trial Balloons: an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_news leak for the purpose of assessing the political reaction
	+ Reporters and their sources depend on each other—one for stories, the other to get them out.



* **Presenting the News**
	+ *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*describes most news coverage today.
	+ Sound Bites: short video clips of approximately \_\_\_\_\_\_\_\_\_\_\_\_\_\_ seconds
	+ Major TV networks devote \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to covering political candidates



* **Bias in the News**
	+ Many people believe the news is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_in favor of one point of view.
	+ Generally is *not* very biased toward a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ideology
	+ News reporting is biased towards what will draw the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_audience—good pictures and negative reporting
* **Television news can affect what people think is important.**
	+ **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_-setting effect**
* **The media influence the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_by which the public evaluates political leaders.**
* **Some stories or events can be made \_\_\_\_\_\_\_\_\_\_\_\_\_important, others less important, depending on their\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Agenda**
	+ **The issues that attract the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_attention of public officials and other people actively involved in politics at the time**
* **Policy Entrepreneurs**
	+ **People who invest their political “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” in an issue to get it placed high on governmental agenda**
	+ **Use media to raise \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_of issue**
* **The Media and the Scope of Government**
	+ **Media as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_restricts politicians**
	+ **New proposals are met with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_which restricts scope of government, what it can do**
	+ **If media identifies a problem, it forces \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_to address it, which expands the scope of government**
* **Individualism and the Media**
	+ **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_run on their own by appealing to people on television**
	+ **Easier to focus on one person like the president, than groups, e.g., Congress or the courts**
* **Democracy and the Media**
	+ **“\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is the fuel of democracy.”**
	+ **But news provides more entertainment than information; it is superficial.**
	+ **News is a business, \_\_\_\_\_\_\_\_\_\_\_\_\_people what they want.**

 **Summary**

* **Media \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_public opinion on political issues and influence policy agenda.**
* **Broadcast media have replaced print media over time.**
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and the Internet are further shifting media.**
* **Seeking profits, media are biased in favor of stories with high drama.**

**Now go to: imeadows.weebly.com, then AP Gov, then watch short video titled Government made easy: Role of Media and write a few notes down from what you learned below.**

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