

The Influence of Media

Connecting Environmental Attention to Governmental Action through
the Media

Modern role of Media

- Mass Media:
 - Television, radio, newspapers, magazines, the Internet and other means of popular communication.
- Increasingly Americans are getting their news from the internet, especially stories on social media
 - Reliability is often questionable at best •
- High-Tech Politics
 - Politicians and citizens are impacted by what they see on the media



The Media as a Watchdog

- Use of Investigative Journalism
 - Media in search of Scandals, Scams and Schemes
 - Government remains more honest in fear of being found out by media
- Media contributes to negative view of government
 - Government Successes less reported on than failures



The screenshot shows a mobile view of a Washington Post article. At the top, the newspaper's logo "The Washington Post" is displayed with the tagline "Democracy Dies in Darkness" below it. A hamburger menu icon is on the left, and a user profile icon is on the right. The article is categorized under "Energy and Environment". The main headline reads: "Scott Pruitt's \$43,000 soundproof phone booth violated spending laws, federal watchdog finds". Below the headline, the authors are listed as "By Brady Dennis and Juliet Eilperin" with a link to "Email the author". The date "April 16" is shown below the authors. The article's lead image features Scott Pruitt in a dark suit, looking thoughtful with his hand to his chin. A video player overlay is visible at the bottom left of the image, showing a play button and a duration of "2:18". A text overlay above the image reads: "Here's why scrutiny over Scott Pruitt's actions is rising".

The Media as a Public Forum

- Media allows for the open discussion of politics
 - With freedom of speech also open criticism of government policies
- Politicians able to meet with media to defend or support policy or actions
 - Used as a way to criticize or defend policy issues against
 - Ways of selling policy to citizens



Media for Public Engagement – Linkage Institution

- Media is used as a way to keep citizens informed of the actions of the government
 - Ex. CNN Student News
- Media used to get citizens active in politics and attempts to encourage participation
 - Voter Registration



Media for Campaigns

- Media used as main method for campaigning
 - Around 60% of campaign funds used for airing ads on television
 - Money from PACs and Super PACs primarily used for advertising
- Mostly used to smear opponents
 - Mudslinging – Using accusations and insults to damage the reputation of an opponent

