



# The Role of News Media

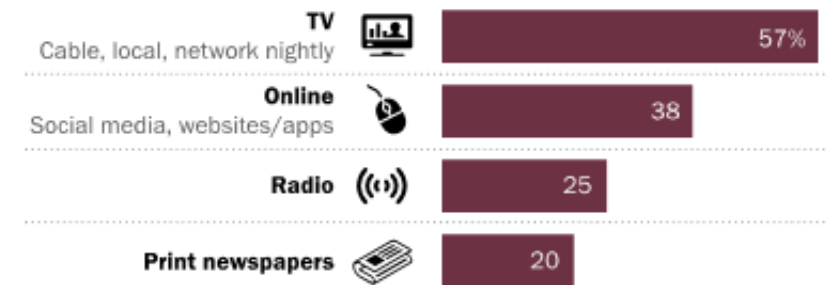


# Media in Politics

- 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

## About four-in-ten Americans often get news online

*% of U.S. adults who often get news on each platform*



*% of each age group who often get news on each platform*

	18-29	30-49	50-64	65+
TV	27%	45%	72%	85%
Online	50	49	29	20
Radio	14	27	29	24
Print newspapers	5	10	23	48

Note: Just 1% said they never got news on any platform (not shown).

Source: Survey conducted Jan. 12-Feb. 8, 2016.

"The Modern News Consumer"

PEW RESEARCH CENTER



# The Developments of Politics and Media

- Newspapers and Print sources were the first method used in sharing political news in America
- Radio allowed news to reach more citizens quicker
  - Franklin Roosevelt highly utilized it during Presidency
- Television replaced Radio and changed politics
  - Politicians now had to sound good, and look good
- Internet has allowed almost unlimited access to information





# The Media As 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



Carl Bernstein and Bob Woodward  
Washington Post Reporters



# Media as a Political 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





# The Media as a means for Political Socialization

- 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 and Campaigning

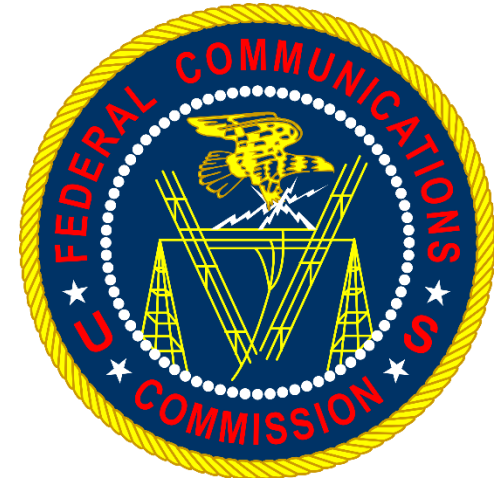
- Media used as main method for campaigning
  - Around 60% of campaign funds used for airing ads on television
- Money from PACs and Super PACs primarily used for advertising
  - Mostly used to smear opponents
  - Mudslinging – Using accusations and insults to damage the reputation of an opponent





# Government Regulations of News Media

- 1934: Federal Communications Commission created
  - Prevents Monopolies
  - Conducts exams over goals and performance
    - Stations must benefit society to get a license
  - Fair treatment rules provide equal airtime to both candidates
- Recently been dealing with issues of Net Neutrality
  - Internet service providers need to allow equal access to all content without favoring or blocking particular services







# Linking People with the Government

- Linkage Institution
  - The media links citizens with government, along with political parties, interest groups, and elections.
  - The people are informed with what is happening

