

# The media



The news provides a refracted version of reality because it emphasizes dramatic and compelling news stories. In comparison with today's newspapers, early American newspapers could not have survived without political party support. Objective journalism is based on the idea that the reporter's job is to report the facts and cover alternative sides of a partisan debate. The federal government's licensing of broadcasting is based primarily on the scarcity of broadcasting frequencies. The FCC's equal time requirement prohibits broadcasters from selling or giving time to political candidates and denying it to their opponents. What development brought about a dramatic reduction in television's capacity to generate an interest in news? the rapid spread of cable. One of the reasons the reporting of national news is relatively uniform among news sources is that the network newscasts are brief and the day's top stories tend to dominate. The Watergate scandal illustrates the power of the media to serve as watchdog to safeguard against abuses of power. Which of the following is one of the two major advantages of journalists in covering the political game and strategic aspects of news instead of the policy frame? political game is a constant source for fresh material. The reason the news product is designed to fascinate as well as to inform is because news organizations are fundamentally businesses and must obtain revenue from advertisers to survive. One special contribution of Internet-based news is that it provides the ordinary citizen with an opportunity to be part of the news system. During what decade did the American network news audience change from a growing to a shrinking one? the 1980's. The traditional media have "softened" their news by infusing it with more stories about celebrities, crime, and the like. The news media's common-carrier role is based on the idea that the press should provide a

channel through which political leaders can communicate their views to the public. On both radio and television, most successful partisan talk shows have been hosted by conservatives. Among the following, the news media are MOST likely to focus on events that are timely. The term "framing" is used to describe the process of selecting certain aspects of reality and making them the most salient part of the communication, thereby conveying a particular interpretation of a situation. How has the Internet affected the watchdog role of the media? It has expanded the watchdog capacity of the media. Which institution receives the most news coverage from the national press? the presidency. In terms of news consumption, since the 1980s young adults have been less informed than older ones. ON THE MEDIA SPECIFICALLY FOR YOU FOR ONLY \$13.90/PAGE Order Now