

# [Amgov chapter 10](https://assignbuster.com/amgov-chapter-10/)

Objective journalism eraYellow journalism.   
Radio, the new mass communication system.   
The FCC and regulation

The rise of the " new" newsEnd of the fairness doctrine

Cable newsCNN.   
Founded by Ted Turner in 1980.   
Chose to pursue path of partisan neutrality

Fox NewsFounded by Rupert Murdoch in 1996.   
Chose a partisan (conservative) format.

Partisan radio talk showsWithout the Fairness Doctrine, radio programmers were free to move to a politically partisan format.

Emergence of the InternetLow-cost entry compared with other mass media.   
Some " new" news outlets a stunning success.   
(The Drudge Report, Daily Kos, Instapundit)

Journalism and politics: signaling function (1)Alert the public to important developments.   
U. S. media well equipped to play this role.

Performed by traditional mediaWire services (AP, UPI, Reuters).   
Daily newspapers.   
TV networks.

Signaling function (2)Agenda setting of US media results in similarity in national news everywhere.   
News media are meant to inform the public, but also need to attract an audience.   
Media focus on politics instead of policy.

Common-carrier functionConduit for political communication.   
TV news has become more journalist-centered.   
Topics sometimes distilled to the " sound bite".   
Framing.   
Priming.

FramingThe way events are cast

PrimingThe process by which a communicated message, because of its content, activates certain opinions but not others

The watchdog functionObjective journalism fosters watchdog reporting (watergate).   
Watchdog function failures (post-9/11 terrorist attacks).   
Internet has expanded watchdog capacity of media.

Partisan functionTraditional media: mostly neutral.   
Talk shows: mostly conservative.   
The Internet: mostly liberal.

Partisan divideUntil the 1980s, Americans has three TV networks.   
(Huge daily audiences- newscast baited only slightly; viewers exposed to the views of both political parties)

Patterns disruptedFairness Doctrine rescinded.   
The emergence of cable TV and the Internet

Information divideMore news outlets, yet viewers less informed.   
Fragmented news sources have led to partisan polarization among audience.   
More news available, but alternate programming aids avoidance of news.

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