

# Amgov chapter 10



**ASSIGN  
BUSTER**

Objective journalism era  
Yellow journalism.

Radio, the new mass communication system.

The FCC and regulation

The rise of the "new" news  
End of the fairness doctrine

Cable news  
CNN.

Founded by Ted Turner in 1980.

Chose to pursue path of partisan neutrality

Fox News  
Founded by Rupert Murdoch in 1996.

Chose a partisan (conservative) format.

Partisan radio talk shows  
Without the Fairness Doctrine, radio programmers were free to move to a politically partisan format.

Emergence of the Internet  
Low-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 media  
Wire 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 function Conduit for political communication.

TV news has become more journalist-centered.

Topics sometimes distilled to the "sound bite".

Framing.

Priming.

Framing The way events are cast

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

The watchdog function Objective journalism fosters watchdog reporting (watergate).

Watchdog function failures (post-9/11 terrorist attacks).

Internet has expanded watchdog capacity of media.

Partisan function Traditional media: mostly neutral.

Talk shows: mostly conservative.

The Internet: mostly liberal.

Partisan divide Until the 1980s, Americans has three TV networks.

(Huge daily audiences- newscast baited only slightly; viewers exposed to the views of both political parties)

Patterns disrupted Fairness Doctrine rescinded.

The emergence of cable TV and the Internet

Information divide More 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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