The Media

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PLSC 1

Road map

- Mid-semester feedback
- Assignment Reminders
- What is the media?
- What is its impact on politics?
- How to write an op-ed

Mid-Semester Feedback

Figure: "Performance Evaluation Process" by Rizkyharis, CC BY-SA 4.0

Two Assignments

Voting Assignment

Due October 18, See Syllabus Appendix B

Gerrymandering Assignment

Due November 8, See Syllabus Appendix B

Media

A large umbrella term

Poll

What is your primary source of news?

- BBC
- CBS
- CNN
- MSNBC
- Fox News
- Facebook
- Twitter
- YouTube
- NPR
- Newspaper
- Rush Limbaugh
- Other

Where Americans Get Their News

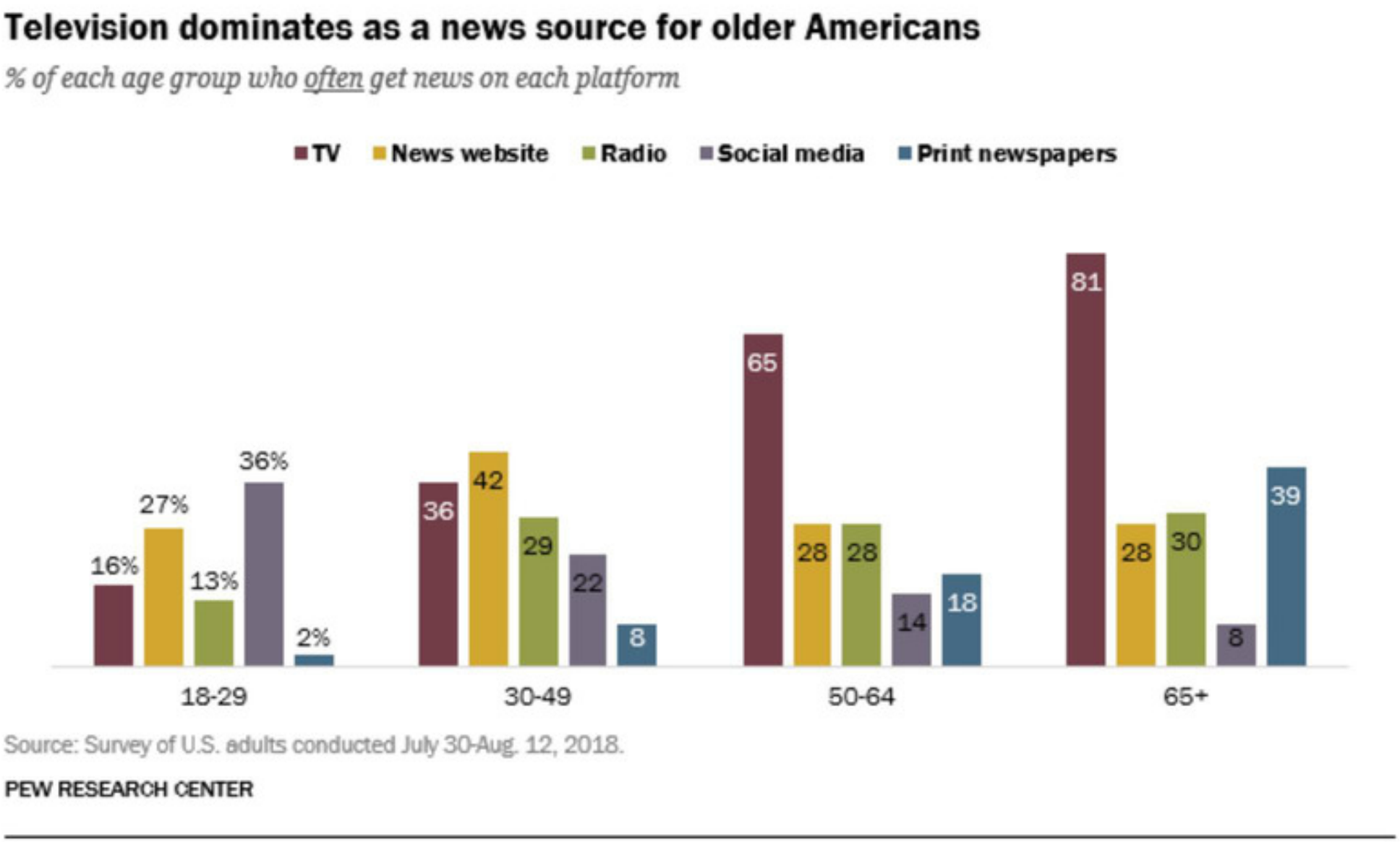

Figure: Source: Pew 2018

Much Has Changed in 100 Years

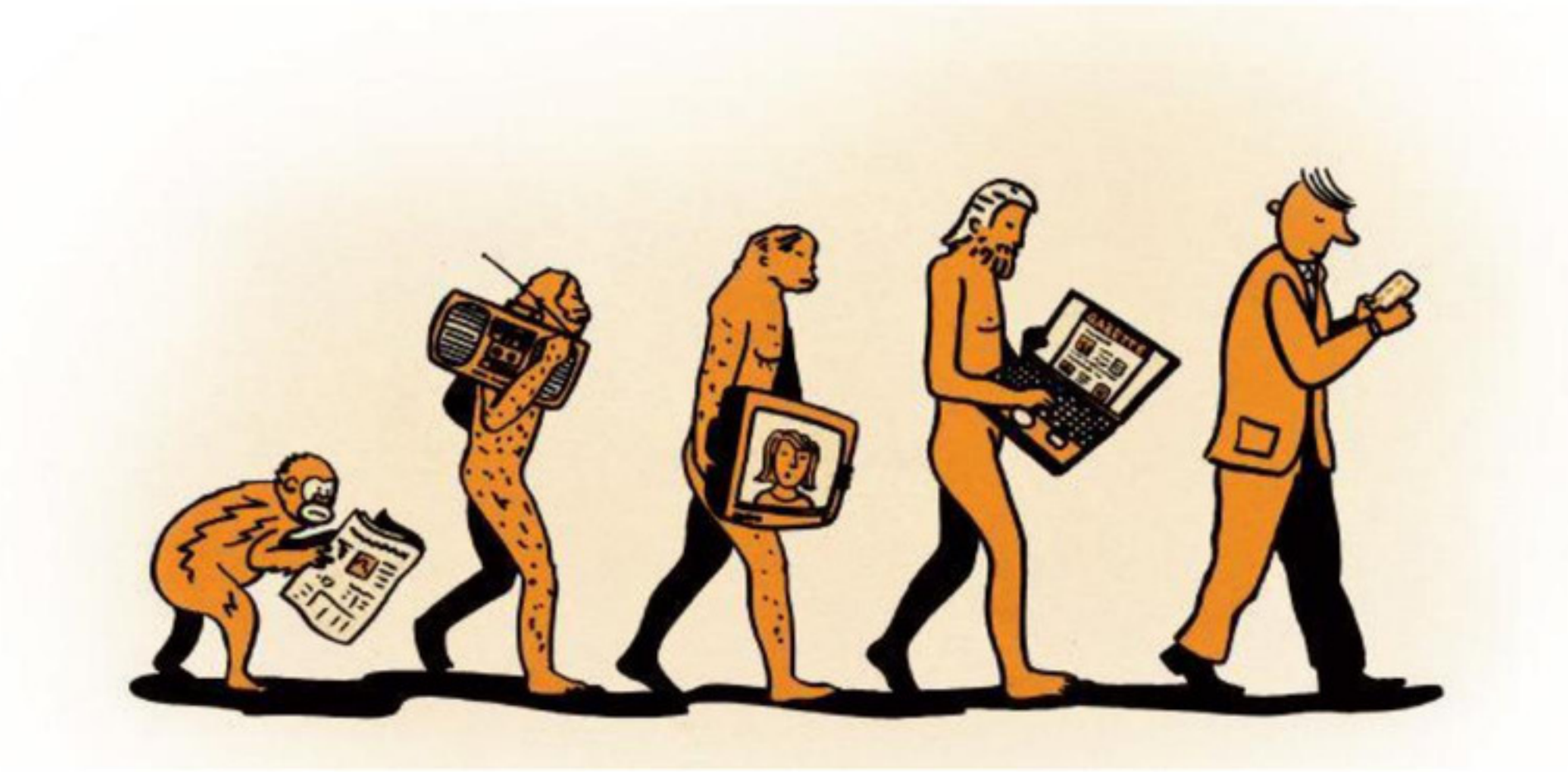

Figure: Source: Baculi

Media Consolidation

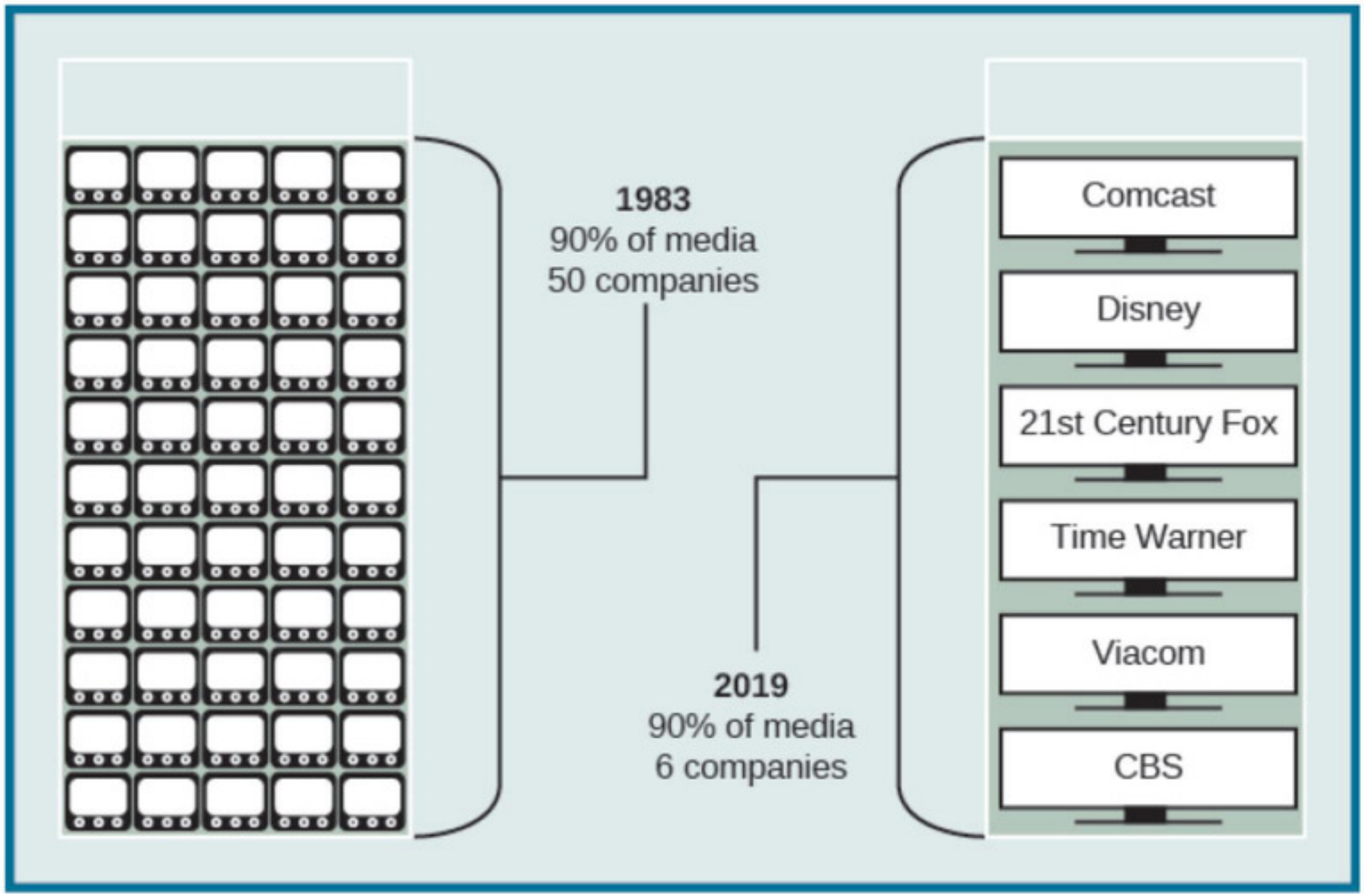

Figure: Source: Krutz Figure 8.3

Much Has Changed in 20 Years

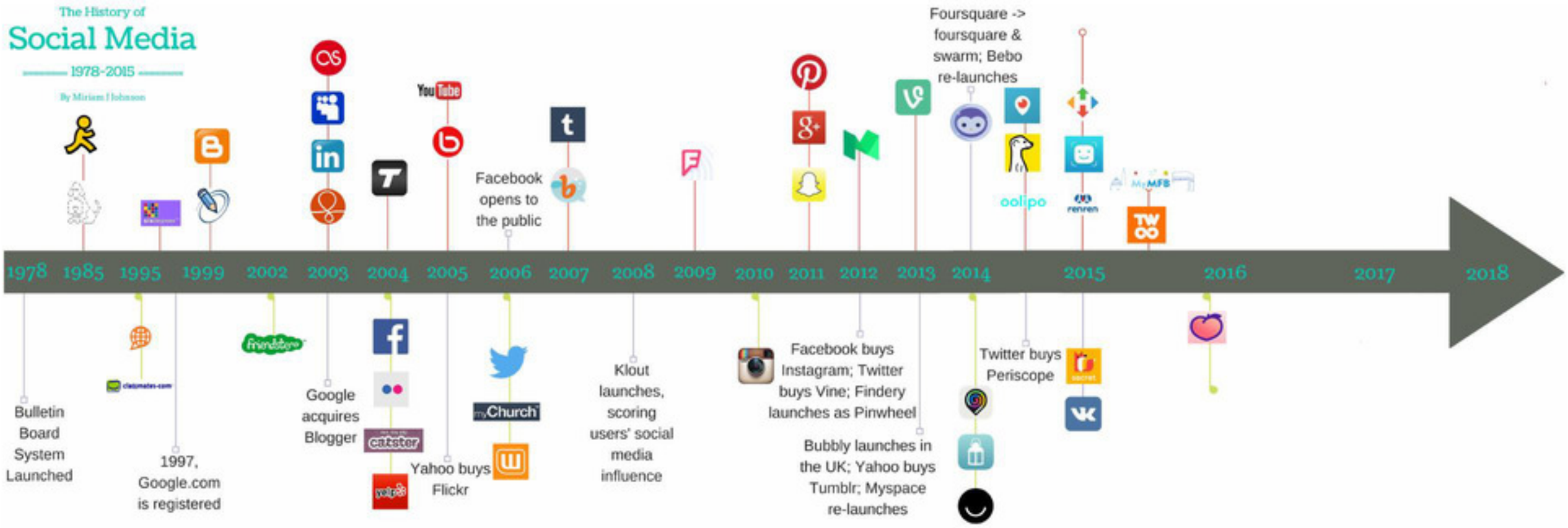

Figure: Source: KeyMedia 2017

Mid-Semester Feedback

- Effective
- Nearpod
- Level of depth
- Explanations
- Application to real world
-

- More Effective
- Nearpod
- Group Discussion
- Debate
- Time Slot
- Less Lecture
- Slide Balance
- Terminology
- Quiz Prep (Textbook connection)

Discussion

What role does the media play in politics and government?

Functions of the Media

- Evaluating and interpreting (contextualizing)
- Agenda Setting (priming and framing)
- Accountability
- Campaigning

Contextualizing

Types of Stories

- Change
- Power

Source: Stone (2012)

Change

- Rising and Decline
- beginning, middle, end, heroes, villains, victims, change

Power

- Helplessness and Control
- Common element in all is the assertion of choice
- Beginning, middle, end, heroes, villains, victims, change

Accountability

Only a free and unrestrained press can effectively expose deception in government. And paramount among the responsibilities of a free press is the duty to prevent any part of the government from deceiving the people and sending them off to distance lands to die of foreign fevers and foreign shot and shell. Justice Hugo Black (1971, 6-3 decision on Pentagon Papers)

Campaigns

Candidates Use Media

- Marketing
- Direct voter contact (now social media)
- Messaging and presentation

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Media Kingmakers

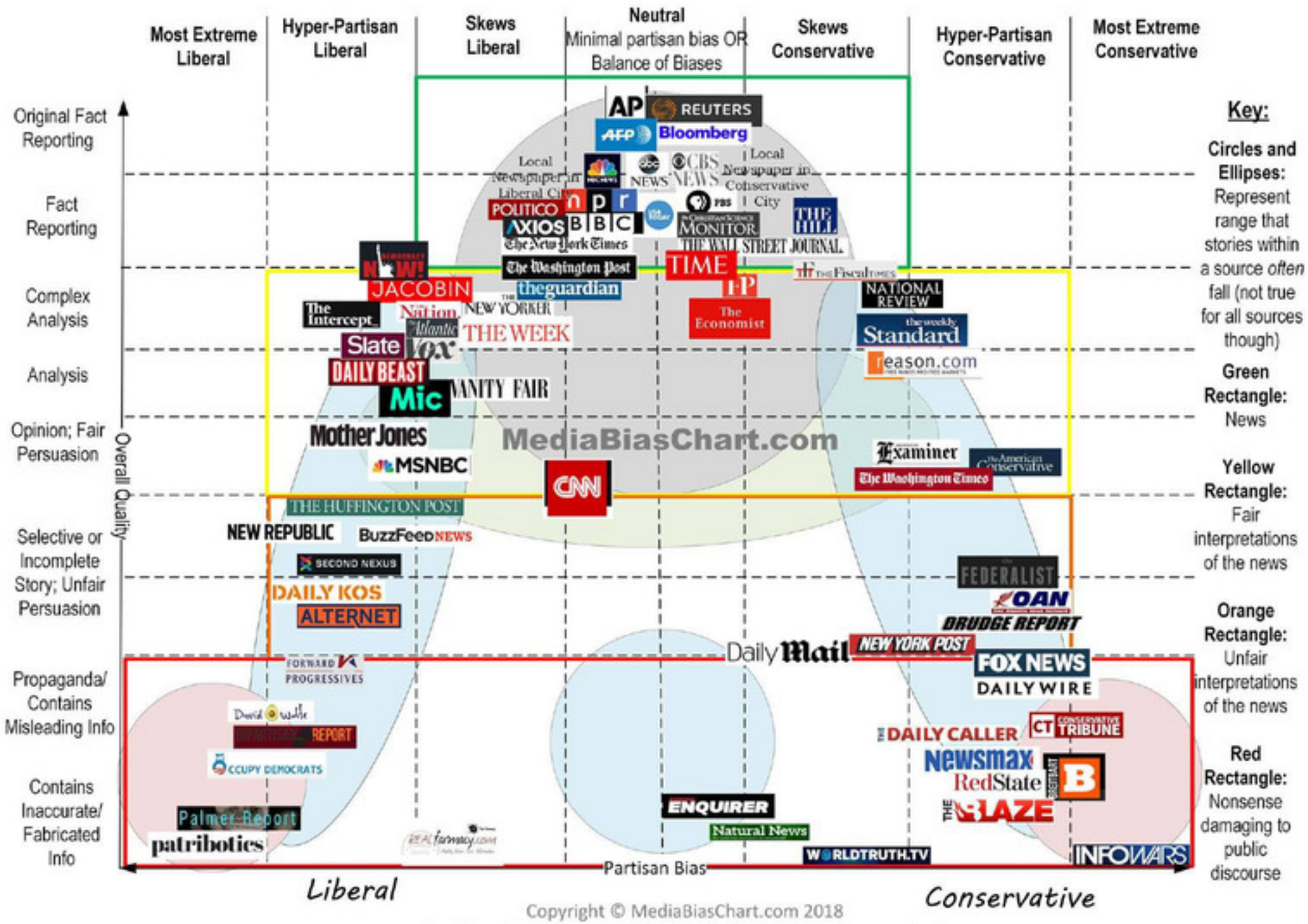
- Speculation
- Set expectations for candidates (frontrunner)
- Investigate personal lives
- Pick issues

Is the media biased? How so?

Collaborate!

Media Bias

Media Bias



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Other Types of Bias

As of 2013, Journalists Are:

- Male (62.5%)
- White (92.5%)
- College Educated (92.1%)
- Political Independents (50.2%)

Source: Willnat and Weaver 2014

What Stories Get Covered

If It Bleeds, It Leads

- Conflict
- Proximity
- Timeliness
- Presence of other coverage

Question

How might media bias affect the public and politics?

AllSides

Don't be fooled by media bias and fake news.

Unbiased news does not exist; we provide balanced news and civil discourse.

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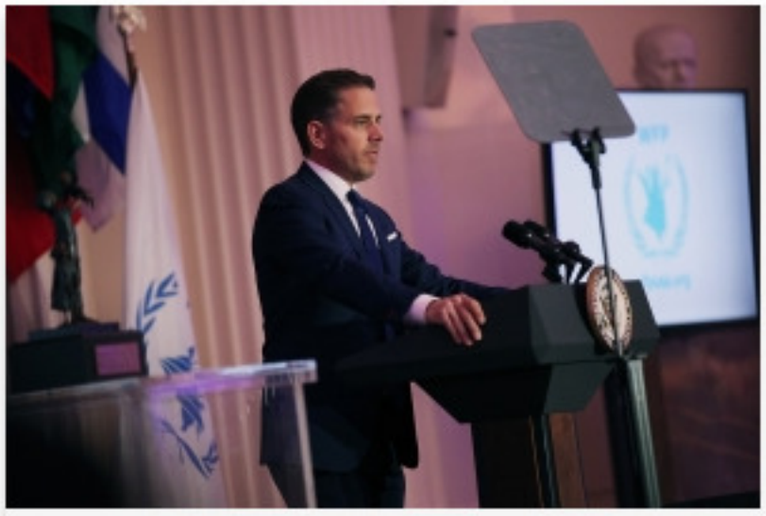

Hunter Biden Steps Down From Chinese Board Amid Scrutiny

Hunter Biden, son of former vice president and current Democratic presidential candidate Joe Biden, announced on Sunday that he will step down from the board of directors of a Chinese-...

From the Left

Hunter Biden from Chin forgo fo

NBCNe

From the Center

nter Biden to step down Chinese board

l Press L L C R R

From the Right

Hunter Biden Leaves China Board as Trump Attacks Hit Home

Breitbart News L L C R R

Story of the Week

Turkey Begins Military C Syria After U.S. Troops P

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President Donald Trump's personal attorney, Rudy Giuliani, is the subject of increasing media scrutiny following reports that federal authorities are investigating whether the former NYC...

From the Right

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From the Left

Business Insider L L C R R

Politico L L C R R

http://www.allsides.com

New Book Says NBC Knew of Other Lauer Misconduct Before Firing Him

Op-Eds

- Short, 750-800 words
- Has a clearly defined point
- Has a clearly defined point of view
- Represents clarity of thinking
- Contains strong, unique voice of the writer

Questions to Ask Yourself

- Do I have a clear point to make?
- What is it?
- Who cares? (Audience)
- Is there substance to my argument?

Topic and Theme

- Topic: person, place, issue, incident - primary focus of the column
- Should be stated in first paragraph
- Theme: What is the big overarching idea of the column?

The Beginning and End

- The beginning: First sentence is key, need a good hook - strong claim, surprising fact, metaphor, mystery, counter-intuitive observation
- The End: Need a strong ending
- Echoes or answers introduction
- Foreshadowed by preceding statements
- Is last and most memorable detail
- Contains final epiphany or calls the reader to action

Voice

- Op-eds are conversational, imagine you are talking with your reader
- Read your op-ed out loud! Good for editing and hearing your "voice"
- Use active voice (no academic speak)

Let's Read an Example