

UNIT III (D) LECTURE THE MEDIA

- I. What is Media?
 - Newspapers
 - Magazines
 - Radio
 - Internet
 - Television

- II. What is the History of the Media?
 - Newspaper
 - The party press
 - The popular press
 - Changes in society and technology made possible self-supporting mass readership daily newspapers
 - Aided by invention of telegraph
 - Urbanization
 - Some mass readership newspapers were partisan (Joseph Pulitzer, William Randolph Hearst)
 - Muckrakers – a journalist who investigates the activities of public officials and organizations, especially business firms, seeing to expose and publicize misconduct or corruption. Also referred to as an investigative reporter
 - Magazines
 - Especially favored by middle class; progressives
 - Nation, Atlantic Monthly, Harpers
 - Especially good at investigative reporting
 - Electronic Journalism
 - Radio arrives 1920's
 - Television arrives 1940's
 - Fewer politicians could be covered by these media than by newspapers; presidents however were still routinely covered; others, only if they were controversial or had a national reputation or would buy time
 - Today, however, because of cable, early morning news, new magazine shows, etc., politicians have more sources, therefore more politicians get covered

- III. How is the Media Structured
 - Newspapers – number of daily newspapers has not significantly declined; numbers of cities with multiple newspapers has declined. 60% of cities had competing newspapers in 1900; 4% have competing newspapers today
 - Radio and television are intensely competitive and have become even more so today
 - Newspapers in the U.S. are mostly either locally owned or managed by large corporations, unlike in Europe

- IV. What Role Does the Media Play in Today's Society?
 - Gatekeeper: in the role played by the media in influencing what subjects become national political issues and for how long
 - Scorekeeper: The role played by the national media in keeping track of and helping make political reputations
 - Elections today are covered like horse races rather than as a choice made among policy alternatives
 - Media momentum during the presidential primary season is crucial.
 - Watchdog: The role played by the national media in investigating political personalities and exposing scandals

V. What are the Rules Governing the Media?

- Newspapers versus electronic media
 - Newspapers are almost entirely free from government regulation
 - No prior restraint – This means that government censorship by forbidding publication is not normally allowed
 - Only after publication can one sue, then only for libel, obscenity, and incitement to engage in an illegal act
- Radio and television are licensed and regulated
- The FCC regulated the media – licensing
 - Seven years for radio
 - Five years for television
 - There's been a recent move to deregulate the media
 - There's also something called the equal time rule – An FCC regulation requiring that if a station sells time to one candidate seeking an office, it must sell time to the opposing candidate as well
 - There's also something called the right of reply rule – A FCC regulation which permits a person the right to respond if attacked on a broadcast other than a regular news program
 - There's also something called the political editorializing rule – A FCC regulation providing a candidate with the right to respond if a broadcaster endorses the opposing candidate
 - There's also something called the fairness doctrine – an FCC rule, abolished in 1987, that required broadcasters to give time to opposing views if they broadcast one side of a controversial issue.

VI. What is the FCC?

- The FCC is an agency of the federal government with authority to develop regulations for the broadcast media. The broadcast media is different from the print media