Media

“The 4th Estate”
War Powers Resolution

- What is it? What does it do?
- How does it demonstrate conflict between presidential & congressional powers?
- Is the WPR constitutional, why or why not?
Military Power

- Commander in Chief *(civilian control)*
- Prez can send armed forces abroad
  - Congress has not declared war since 12/8/1941
- War Powers Resolution, 1973
  - Prez must report to Congress within 48 hours after deployment
  - If Congress does not OK in 60 days, must withdraw
  - Check on president, attempt to limit president
  - Constitutional?
Americans' Perceptions of Media Bias

In general, do you think the news media are -- [ROTATED: too liberal, just about right, or too conservative]?

- % Too liberal
- % Just about right
- % Too conservative


GALLUP
Figure 7: Volume and Tone of Top Candidates’ Issue Coverage

- percentage of coverage devoted to issues
- percentage of issue coverage negative in tone

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Issue Coverage Devoted</th>
<th>Negative Tone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinton</td>
<td>28%</td>
<td>84%</td>
</tr>
<tr>
<td>Trump</td>
<td>12%</td>
<td>43%</td>
</tr>
<tr>
<td>Cruz</td>
<td>9%</td>
<td>32%</td>
</tr>
<tr>
<td>Sanders</td>
<td>7%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Source: Media Tenor, January 1-December 31, 2015. Tone figures based on positive and negative statements only. Neutral statements are excluded.
Figure 2: Trump’s Favorable Coverage

<table>
<thead>
<tr>
<th>Publication</th>
<th>Favorable Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA Today</td>
<td>74%</td>
</tr>
<tr>
<td>Fox</td>
<td>73%</td>
</tr>
<tr>
<td>Los Angeles Times</td>
<td>71%</td>
</tr>
<tr>
<td>Wall Street Journal</td>
<td>68%</td>
</tr>
<tr>
<td>CBS</td>
<td>66%</td>
</tr>
<tr>
<td>NBC</td>
<td>65%</td>
</tr>
<tr>
<td>Washington Post</td>
<td>65%</td>
</tr>
<tr>
<td>New York Times</td>
<td>63%</td>
</tr>
</tbody>
</table>

How Favorably Does Each Media Outlet Treat the Candidates?

Difference in Median Sentiment Score Attributed to Each Candidate, by Media Outlet

<table>
<thead>
<tr>
<th>Media Outlet</th>
<th>More Favorable to Clinton</th>
<th>More Favorable to Trump</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fox News</td>
<td></td>
<td>*</td>
</tr>
<tr>
<td>Weekly Standard</td>
<td></td>
<td>0.005</td>
</tr>
<tr>
<td>Wall Street Journal</td>
<td>-0.001</td>
<td></td>
</tr>
<tr>
<td>Chicago Tribune</td>
<td>-0.003</td>
<td>*</td>
</tr>
<tr>
<td>Politico</td>
<td>*</td>
<td>-0.005</td>
</tr>
<tr>
<td>Washington Post</td>
<td>***</td>
<td>-0.012</td>
</tr>
<tr>
<td>Slate</td>
<td>***</td>
<td>-0.012</td>
</tr>
<tr>
<td>New York Times</td>
<td>***</td>
<td>-0.013</td>
</tr>
</tbody>
</table>

*p < 0.05
**p < 0.01
***p < 0.005

The Media's Opinion of the Candidates has Slipped Since April

Median Sentiment in Articles About Each Candidate, Aggregated by Week

Media

“The 4th Estate”
Roles of the Media

• Entertainment
• News
• Agenda setting – ability of the media to draw public attention to certain issues and to ignore other issues
• Political forum – place to make announcements or advertise government
• Socializing (Community)
• Make $$$
• “Watchdog”
Structure of Media

- **Print media** – newspaper, magazine, etc.
  - oldest, being steadily replaced
- **Electronic Media** – radio, TV
  - TV is the primary source of news
    - still most important for those that vote?
  - Up & coming: Social Media
- **Internet** – instant information, any time
  - replacing print and electronic media?
  - blogs
    - Most biased – fake news?
Media Conglomerates!

- WHO OWNS THE NEWS???
- WHO OWNS INFORMATION?

- A small number of media conglomerates controls the news - 90%!

News Corporation
Time Warner
Disney
Viacom
GE
Examples - Media Conglomerates

- Gannet owns *USA Today* and controls the biggest circulation in the nation + owns 100 additional papers
Case Study - Viacom

- Media Conglomerate – Viacom
- CBS News
- MTV
- VH1
- BET
- Blockbuster
- Paramount Pictures
- Nickelodeon
- DreamWorks
- Showtime
Government Regulation

- 1st Amendment – freedom of press
- Gov’t can’t place “prior restraint” on news (can’t censor news before it is released)
- The press is not entirely free
FCC

• Federal Communications Commission
  – Oversees the media
  – Who are they? – 5 members (no more than 3 from the same political party) nominated by US President for 5 years.
Telecommunications Act of 1996

• Relaxed limitations on media ownership
  – Less, more powerful/influential media corporations
    • Own up to 35% of television market
    • Own unlimited % of radio

• Remember Andrew Carnegie and Horizontal Integration???
Impact of Media on Politics

- “sound bites” – second long segments
  – Stories/political messages are shortened, and made to seem less complex than reality
- Political “entertainment”
- Talking heads
- “soft news”
- fake news
Media and Political Campaigns

- **Advertising**
  - highest % of campaign costs
  - reaches the most voters

- **News coverage**
  - “free” coverage
  - create events for free publicity
  - Spin doctor – one who tries to influence journalists with interpretations of events that are favorable to the candidate

- **Debates** or **Debates** or **Debates**
Media and Gov’t Officials

- White House Press Corps – journalists whose sole job is to follow the President
- White House Press Secretary – responsible for addressing the press daily and answer questions for the president
- Shawn Spicer ------- (part of E.O.P & White House Staff)
THAT CHANNEL'S BEEN LEANING SO FAR LEFT THAT WAS BOUND TO HAPPEN.
I'VE UNIFIED THE GOP, NOW I'LL UNIFY THE DEMOCRATS...

ALREADY HAS!!