

## Journalistic Periods in U.S.

- I. The Party Press (1790-1840)
  - Media consisted almost exclusively of newspapers
  - Sold mostly to elites early on
  - Partisan Press
    - Mutual relationship between a political party and a newspaper.
      - A political party would give money to a newspaper so it could stay in business in exchange for favorable press.

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## Journalistic Periods in U.S., continued

- II. The Popular Press (1840 – 1880)
  - Technological advances
    - Lowered printing costs and made newspapers affordable to everyone
    - Sometimes called the Penny Press
    - Newspapers no longer dependent on political parties

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## Journalistic Periods in U.S., continued

- II. The Popular Press (1840 – 1880)
  - Sensationalism
    - Sensationalism used to sell papers
    - Sensationalism started by William Randolph Hearst & Joseph Pulitzer
    - **Muckraker** – Sensationalism focused on corporate and political corruption.
    - **Yellow Journalism** – Sensationalized the news in general, by over simplifying it and focusing only on the negative elements.

Example: Hearst & the Spanish/U.S. war.

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## Journalistic Periods in U.S., continued

- III. Magazines of Opinion (1880 - 1920)
  - Decline in Sensationalism
    - Focus turned to political & social issues
    - Growth of new specialized magazines

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## Journalistic Periods in U.S., continued

- IV. Electronic Journalism (1920 – Present)
  - Move toward professionalism
  - Broadcast technology
    - Radio 1920s
    - Television 1950s
    - Cable & Satellite television

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## Advantages of Broadcast Media over Print Media

- Lower Cost
  - Broadcast signal free to consumers
- Instant News
  - Watch news as it happens
  - Newspapers printed only daily

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## Ownership and Control of the Media

- Private Ownership
- Greater Centralized Control
- Public Regulation
  - Federal Communication Commission (FCC)
    - Ownership Regulation
      - 7-7-7 rule
      - 12-12-12 rule

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## Ownership and Control of the Media, continued

- Public Regulation
  - Federal Communication Commission
    - Content Regulations
      - **Equal Time Rule:** This required station owners who sold political advertisement to one candidate to make the same amount of paid time available to another candidate.
      - **Right-of-reply Rule:** If a person is attacked on a broadcast (other than in regular news programming), that person has the right to reply over that same station.
      - **Fairness Doctrine:** is no longer in effect. It did require stations to represent controversial public issues and allow contrasting viewpoints.

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## Functions of the News Media

- I. GateKeeper
  - The central source of information
  - The media gets to determine what the news is.
- II. ScoreKeeper
  - Point out the winners & losers in politics
- III. Watchdog
  - Protect public from government and corporate corruption.

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## Media From the Politician's Perspective

- Media used to target two audiences
  - Other politicians
    - Get the other politician's attention
    - Difficult to back out of public statements
  - General public
    - Promote one's self-image

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## Media From the Politician's Perspective, continued

- **Trial Balloon** – A politician floats a policy or some idea with a reporter on the condition of anonymity. If the story receives a favorable response then they step forward and propose the policy publicly.
- **Leaks** – Information is given to the media on the condition that the source not be revealed.

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