Mass Media

Introduction

• Media and democracy
• Media are a business

Trends in modern media

• Changing economics
• Changing news values
• Changing consumption patterns
• Decline of newspapers
Roles of the Media

- Gatekeeper
- Scorekeeper
- Watchdog

Symbiotic Relationship

- Information
- News formulas
- Elite consensus vs. dissensus

Adversarial relationship

- Conflicting goals
- Media cynicism/negative bias
- “sexy” stories
- Feeding frenzies

Media Bias
How journalists cover news

- News stories
- Frames
- Ideological bias?
- Pack journalism/Conventional Wisdom
- “He said, she said” journalism
- Over-reliance on official sources

Commercial Bias

- Human interest
- Infotainment
- News hole/hamster wheel
- “Orchestra pit”
- Game orientation
  - Horserace
- Conflict
- Visuals
- “News” bias
  - Crisis du jour
- Laziness/(insufficient news resources)

Impact of the media on public opinion

- Agenda setting
- Framing
- Priming
- Who is most influenced?

Conclusion: The Media and Democracy

- Importance of media
- Balance of power
- Who’s to Blame?
- Citizen’s role