

Political Science 433: Politics, Media and Public Opinion
Exam #2 Review Guide

Date: Wednesday, May 14, 2008, 4:10pm – 5:25pm

Format: Identifications (list or define/describe), short-answer, and essay.

Readings Topics Covered: Rosensteel et al. book; Kumar book; Graber chs. 2, 3, 6, 8; Handouts: The Squeeze, How Advertising Informs to our Benefit, Valerie Plame Affair, VNRs, Bush Administration Leaks, Jeff Gannon, The Media Monopoly, and The Beast of Beauty Culture.

Lecture Topics Covered:

“The Media” vs. “The Press”
Historical Evolution of Mass Media
Democratic Ideals and the Media
Media Roles in Spectator vs. Participatory Democracy
An Introduction to Content Analysis

Propaganda
William Randolph Hearst
Edward Bernays
Joseph Goebbels 19 Principles of Propaganda
Herman and Chomsky’s Propaganda Model
United States Information Agency

Media Effects
Magic Bullet
Minimal Effects
Agenda Setting Theory (“Priming”)
Framing Theory
Metaphor Theory
Affective Intelligence Theory
Uses and Gratifications Theory
Cultivation Theory
Spiral of Silence Theory
Two-Step Flow of Media Effects

Advertising
Desire
 Satisfying Existing Desires
 Creation and Satisfaction of Desires
 Ways of Creating Desire
Mainstream Advertising Techniques
Subliminal Advertising Techniques
Campaign Advertising
Promotional vs. Attack Ads
Influences of Attack Ads

The News
Local News
Audience Tastes
Lead Stories
X-Structure
Sources of News
For-profit vs. Non-profit News
Journalistic Routines
Gatekeeping
“Horserace” and “Game” Coverage of Politics
News Bias / Hostile Media Thesis

News (cont’d)
News Management: VNRs, Leaks and Plants
Fox News
Threats to News Objectivity Adversarial vs.
Complementary Relationship
Social and Industrial Reasons for Media Regulation
Extra Protections for the Press in the US
Press Coverage of Congress
Press Coverage of the Courts
Cameras in the Courtroom

Presidential Media Relations
The President as Chief Spokesperson of the Nation
Press Secretary
Communications Director
Presidential Communications Tasks
Case Studies of Bill Clinton and George W. Bush

The Media Industry
1996 Telecom Act
2003 FCC Cross-ownership Ruling
Media Monopolies and Oligopolies
The Big 6
Radio Oligopolies: Viacom and Clear Channel
Cross Ownership and “Synergy”
Transnational Media Giants
Arbitron and Nielsen Ratings Systems
Advertising Pressure
Media Consolidation Threats to Democracy
 Dean Alger
 Robert McChesney

Participation through the Media
Internet 2.0
Documentary Filmmaking
Documentary Funding Process
Bumper Stickers and Graphics
Art and Music
Culture Jamming
The Role of Musicians, Actors, and other Celebrities
Copyright Issues