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Rhetoric 306

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Within the last decade, media influence has become an important topic of discussion in relation to American identity as has been an increase in media bias and horse race journalism. In response to this growing trend, I plan to argue with logos and ethos to an uneducated and hostile audience from the Daily Caller that the media's way of relaying information fuels polarization in both the public and politics which negatively affects the American identity. First, I will use "The Impact of the Media" in order to explain the concepts and definitions while providing contextualization. Additionally, I will use the recent examples about the president's relation with the media in order to help the readers have a better understanding of various arguments that will be made in the essay. Afterwards, I will reinforce my main argument by providing a supporting argument from Flavia's "How the American Media Landscape Is Polarizing the Country". This article will help me to provide reasoning and evidence as to why the media bias has become more frequent in addition to providing examples for the explanation. Furthermore, I will also provide a second supporting argument where I get my information from Cohen's "The Influence of Presumed Media Influence in Politics". This research based article talks about why and how politicians use media bias to their advantage. Both supporting arguments will provide the reader with knowledge on why the media followed these trends as well as how others have benefited from it. Afterwards, I will provide a counter argument from Hayes' "The Biggest Threat to America's Future Is the Media" stating that the authors believe that left wing supporters are using the media to influence the American people. After explaining the counterargument, I will counter it using Blitvich's "Culture Wars" to explain that all political sides use the media to push certain

goals. In addition, I will use London's "How the Media Frames Political Issues", in order to provide evidence as to how the media works towards those goals and how the public is affected in relation to the "Culture Wars" article.

Annotated Bibliography

Roscini, Flavia. "How the American Media Landscape Is Polarizing the Country."

The Pardee Atlas Journal of Global Affairs, sites.bu.edu/pardeeatlas/

advancing-human-progress-initiative/back2school/

how-the-american-media-landscape-is-polarizing-the-country/. Accessed 1

Mar. 2024.

The article, written by a student at Boston University named Flavia Roscini, provides a discussion about American identity in relation to politics by examining recent increases in polarization. As the article was written in response to the January 6th insurrection, the author also goes over events like the 2016 Russian interference and the change in media approach on relaying information. During this examination, the author talks about why the media has increasingly influenced the public while using recent events to provide context and explanation. Similar to "The Impact of the Media", Roscini goes over the techniques traditional media uses to manipulate the public as well as social media's effects on reliable information. Towards the end of her article, Roscini makes the argument that elites and media will strive to influence the public as long as the public continues to become more polarized and the media sites gain more attention. Although Roscini does discuss why she believes in her own

argument, she also suggests solutions to reduce polarization. For example, Roscini recommended educating the public about fake news in order to reduce the overall effects even if misinformation increases. This article is spot on in providing context for the persuasive argument through events that happened within the last decade. Moreover, Roscini's examination on the subject is broad as it reaches a majority of different media outlets. Therefore, the article provides a persuasive essay with evidence to how the media influences people as well as how it affects those people.

London, Scott. "How the Media Frames Political Issues." *Scott.london*, Scott

London, Jan. 1993, scott.london/reports/frames.html. Accessed 7 Mar. 2024.v

An author and photographer named Scott London provides the reader with an informative and argumentative article on how the media frames information. The author argues that the media frames information in a way that prevents the viewer from forming their own opinion which could lead to increased polarization and bias. The author refers to framing as displaying news in a way where interpretative commentary is more important than the information itself. To support his claims, London goes over techniques the media uses to display information such as episodic and thematic framing. Just like Hayes' "The Biggest Threat to America's Future Is the Media", this argument is tied to the political landscape and the effects that the media has on it. Additionally, London goes over why the media commits these actions as well as how it influences the decisions of political elites. In order to provide evidence and contextualization, the author uses books commonly from the 1990s that had already researched the topic. The article

is a very informative resource for the persuasive essay as it explains the techniques used by the media as well as their effects on both the public and elites such as politicians. Additionally, the main argumentative claim for the article supports the claims that the persuasive essay will have. Therefore, this article will be used as evidence to an argument on how the media affects American Identity in the persuasive essay.

Hayes, Rick. "The Biggest Threat to America's Future Is the Media." *Gale Opposing Viewpoints Online Collection*, Gale, 2024. *Gale In Context: Opposing Viewpoints*, link.gale.com/apps/doc/UCHMXM885399231/OVIC?u=j015910&sid=bookmark-OVIC&xid=74aa830f. Accessed 25 Mar. 2024. Originally published as "The Biggest Threat to America's Future Is the Media," *American Thinker*, 23 May 2018.

After initially saying that America is the most powerful country on Earth, a conservative freelance writer named Rick Hayes states that the media is the biggest threat America has to face. As reasoning for this claim, the author places his focus on the left and accuses them of attempting to negatively influence the minds of the American people. Hayes states that the media is the left's only way of reaching the public and blames all the instances of misinformation and media bias on them. Additionally, the author refers to the media as a center for propaganda and accuses them of using political correctness as a weapon for the left. This is a biased and hostile article that provides many claims and little evidence to them. However, this is a great article for the persuasive essay as it shows the effects of the media on the public as well as the media themselves which can be used as supporting evidence. Much like London's "How the Media

Frames Political Issues”, the author does recognize the influence the media has on the public. However, all the blame was placed on one specific group. Therefore, this article also displays the product of increased polarization in our society as it will also be used to represent opposing viewpoints and perspectives in the persuasive essay.

Cohen, Jonathan, et al. "The Influence of Presumed Media Influence in Politics."

EBSCOhost, 2008, web-p-ebSCOhost-com.ezproxy.lib.utexas.edu/ehost/pdfviewer/pdfviewer?vid=0&sid=a29385dc-e939-4eb1-b3eb-d70e0c4b1ac9%40redis.

Accessed 8 Mar. 2024.

This is a research article released by three people investigating the influence the media has on politicians and how it affects the politician’s actions. The researchers gained their information through conducting surveys and learning from past articles. Parallel to Blitvich’s “Culture Wars”, the authors brought up past events to bring contextualization to their research while also discussing the causes and effects of everything that they went over. After conducting the research, the authors come to the conclusion that politicians are determined to be covered by the media which can lead them to greater recognition and more legislative action. Their reasoning comes from a politicians desire to push their own political agenda, obtain reelection, and influence policy making. In other words, the researchers state that politicians commonly see the media as a resource to accomplish their own goals. This is a very informative article that provides plenty of information that can be used for the persuasive essay. Furthermore, the

discussions about politicians' motivation and use of the media can be used as supporting evidence to the persuasive essay for how and why the media influences American Identity.

Blitvich, PILAR Garce' S-conejos. *Impoliteness and Identity in the American*

News Media: The "Culture Wars." Degruyter,

www-degruyter-com.ezproxy.lib.utexas.edu/document/doi/10.1515/JPLR.2009.014/

pdf?stream=true. Accessed 6 Mar. 2024.

After researching the causes and effects of politeness in the media, Pilar Garce' S-Conejos Blitvich switches slides as she writes an argumentative article going over impoliteness in the media in response to its growing trend. Furthermore, the Professor of English at the University of North Carolina argues that identity theory is a useful tool in analyzing the media's actions. Identity Theory is the way that people associate themselves in relation to the social groups they are a part of. Blitvich uses this theory along with research to provide evidence for why impoliteness is a growing phenomenon in the media as it also shows effects of the media's actions. Throughout the article, Blitvich asserts that the media is using impoliteness as a way to gain mass public attention in a competitive landscape. Additionally, the author researches what is really perceived as impolite as she questions whether or not impoliteness is noticed by the receiver or conveyed by the sender. This is displayed through examples of a reporter saying something that is perceived as neutral, but is taken as a negative comment by the interviewed. In the same manner as Cohen's "The Influence of

Presumed Media Influence in Politics”, this is a very thorough and comprehensive article going over various psychological theories and its relations to the media’s actions. The wealth of research done can be used as evidence for the persuasive essay and the claims made by the author will become supporting arguments for the thesis of the essay.

"The Impact of the Media." *Lumen*, courses.lumenlearning.com/atd-monroec-american-government/chapter/the-impact-of-the-media/. Accessed 7 Mar. 2024.

An informational and contextualizing article written by an educational website called SUNY OER services goes over many terms and examples relating to the media’s impact on the American public. Just like Flavia’s "How the American Media Landscape Is Polarizing the Country", the article goes over definitions like hypothermic, episodic, and thematic framing while also explaining how these techniques affect the public in modern times. Additionally, the article goes over the initial role of the press in order to explain how and why media has changed over time. Furthermore, the president's relation to the media is discussed in detail as the article goes into their positive relations as well as how the presidents positioned themselves to only be seen in a positive light. This explanation leaves the reader to understand things like why the media has become entrenched in horse race journalism and why there has been increased polarization between the media and president. Overall, this is a non biased article presenting the foundation of information needed to write the persuasive essay. Additionally, the article’s explanations of real life events will be used as examples and references to provide contextual information to the readers of the essay.