

2016-10-14

Linkage Institutions

Big Ideas

- Media and its influence on politics
- Media role in public discourse and how it changes
- Media's role in changing majority opinion

What is a “Linkage Institution”?

- **Linkage Institution** = some organized body that connects subjects of the government with the government itself
 - Examples
 - Mass media
 - * Television
 - * Radio
 - Who the f&%# listens to *radio*?
 - * Newspapers
 - *Wat.*
 - * Internet publications
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The Development of Media

- Herbert Hoover(1929-1933)
 - Little to no media involvement in politics
- Franklin Delano Roosevelt(1933-1945)
 - Modern media becomes intertwined with politics
 - “Fireside chats”
 - * Press conferences twice per week
 - * Based on radio
 - * Press thought highly of FDR
 - Personality is FDR's greatest asset

- Uses media to help mental health of nation
 - * Morale booster
 - * Sympathizes with issues Americans face
 - 1960's see beginning of scornful media
 - Watergate scandal lampoons Nixon
 - Vietnam war creates sense of disillusionment with government
 - **Investigative journalism** = The use of in-depth study of a case to reveal the details of a particular subject
 - * Helps to reinforce negative view of government
 - * Media is seen as limiting force on government
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