

Mass media and American politics

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Description: -

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Mass media -- Political aspects -- United States
Mass media -- Social aspects -- United States
Mass media and American politics
-Mass media and American politics
Notes: Includes index.
This edition was published in 2009



Filesize: 64.69 MB

Tags: #The #Power #of #Media #in #Politics

Mass Media and American Politics

These strategists also design the candidates' television advertising campaigns. This was the text that I most commonly used to organize the course I used a number of supplemental textbooks as well.

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But as noted earlier, comparatively little time is devoted to it on the local TV news. By becoming non-partisan they expanded their base to include the opposition party and the fast-growing number of consumers who read the ads but were less and less interested in politics.

Mass Media and American Politics by Doris A. Gruber

Leaks, the unauthorized release of information to the press, are a fact of political life. Muckraking magazines—notably—took on corporate monopolies and crooked while raising public awareness of chronic urban poverty, unsafe working conditions, and like. Most usefully today is how the proliferation of choice can create more entrenched and rigid views despite the opportunity that technology provides to do just the opposite.

The Mass Media and Political Coverage

The of the 1790s traded vicious barbs against their enemies. Traces the history of the medium since its beginnings in the 1950s and examines its varied impact on elections through 2008.

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