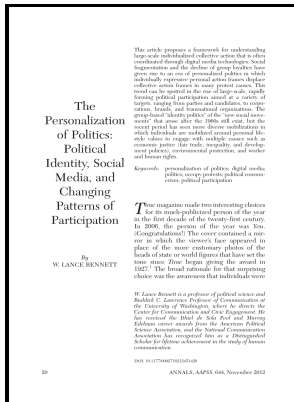


# New media and American politics

Oxford University Press - The Role of the Media in Politics



Description: -

- United States -- Politics and government -- 1993-2001

Mass media -- Technological innovations

Mass media -- Political aspects -- United States  
New media and American politics

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## New Media and Politics

On the one hand, the mainstream press maintains an identifiable presence.

## New media and American politics : Davis, Richard, 1955

The evolution of campaign communication in the new media era can be construed as three distinct yet overlapping phases, as depicted in Figure. Through 2015, Breitbart went from a medium-sized site with a small Facebook page of 100,000 likes into a with almost 1. This was not a coherent agenda, but it works as a tweetable series of promises.

## The New Media's Role in Politics

Digital media have made it possible for campaigns to gather data on voters ranging from their voting history and political leanings to their consumer product preferences.

## Why Social Media Are Ruining Political Discourse

George Patton — the great Louie Armstrong, Alan Shepard, Elvis Presley and Muhammad Ali. Candidates pushing an extreme agenda have amplified this trend.

## U.S. Media Polarization and the 2020 Election: A Nation Divided

Furthermore, very little has been done to empirically examine the effect of the new media on public opinion. But just how effective are the kinds of media strategies that American politicians employ? As all these examples show, though, the potential for Facebook to have an impact on an election was clear for at least half a decade before Donald Trump was elected. Mainstream and new media coverage of the Tea Party was substantial and resulted in increased public awareness of and momentum behind little-known candidates.

## How social media impacts political views

The known electoral efficacy of Facebook.

### **New Media and American Politics by Richard Davis**

Who uses new media and why? The Internet in campaign 2010. The Partisan Divide on Political Values Grows Even Wider. New media applications are introduced and modified, and they sometimes disappear quickly.

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