



# Week 11: Media

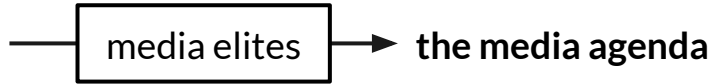
Yellow Team: Jeongwon, Rajal, Guillermo



## Theories of digital media and politics\_basic concepts

The agenda of:

- the public
- political elites



The measurement of political change = the responsiveness of the political apparatus to citizens

→ **media** = the transmission belt within the political system & serve to **promote political change**

# Theories of digital media and politics\_Chadwick



1. Politics and the media are currently in a **'hybrid' transition from old to new!**

- a. the older logics: transmission & reception
- b. the newer logics: circulation, recirculation, negotiation

↔ *how the newer logics depart from the older logics?*

2. Political communication is more **polycentric** due to new media!

- a. the opportunities for **ordinary citizens** are augmented

↔ *use of new media to monitor and respond to the public by political and media elites*

↔ *new media shift/manipulate attention and the agenda*



## Theories of digital media and politics\_McCombs' Agenda Setting Theory

Media make what people to think about...topics foregrounded by the media!

↔ *how the aggregate political agenda is **translated btw elites and citizens?***

↔ ***a limited attention space across media...** 'aggressive competition for political attention'*

## Theories of digital media and politics\_Thompson's Struggle for Visibility

A limited attention space across media!

New media do not broaden an attention space, but new political forces do rise leveraging them



**Tell us your experience of  
your political orientation  
being influenced by social media or digital news!**

# Terminology of Populism



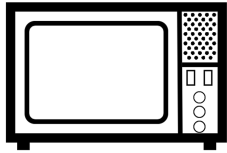
## Populism (Mueller (2016))

- 100 percent people
  - The only true and virtuous people with underrepresented view
- Anti-elite
  - Right-wing populism: Against the media and the political establishment
  - Left-wing populism: against wealthy economic elites
- “The government should adequately represent ‘the people’”

## Can populists be democratic one they are in power?

- Once they have power, characteristics of populists will diminish
    - “The ‘people’ needs more representation!”
    - “We are against established elites!”
- >> may lose force

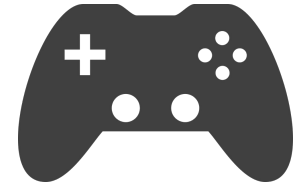
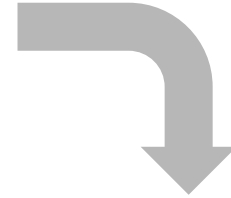
# United States of America - Media Systems



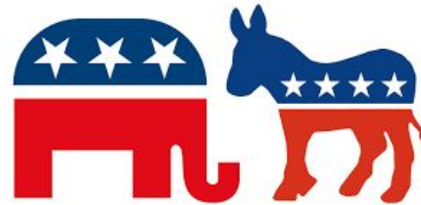
[ Television Centric ]  
[ Market Dominated System ]



[ Increased Media Choice ]  
Less Political Knowledge  
Increased Inequality

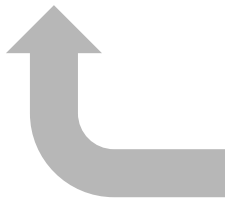


[ More Entertainment ]  
Less Desire to Vote  
Polarization of Elections  
"Panem Et Circenses"



[ "Two Party System" ]

Dominates Media "Horse Race"



# United States of America - Digital Media & Politics

1. *"Marketplace of Ideas" & "Governing with News"*
2. *Election news content governed by media logic*
3. Younger People > Older people for political discussion

Political discussion driven by citizens in social media



Polarization of political discussions

Rise of social media for politics



Rise of populism

Higher socioeconomic status



Increased political participation

Optimizing High Earnings



Greater knowledge gap



# United States - Ascension Via Twitter



Dominated due Social Media usage

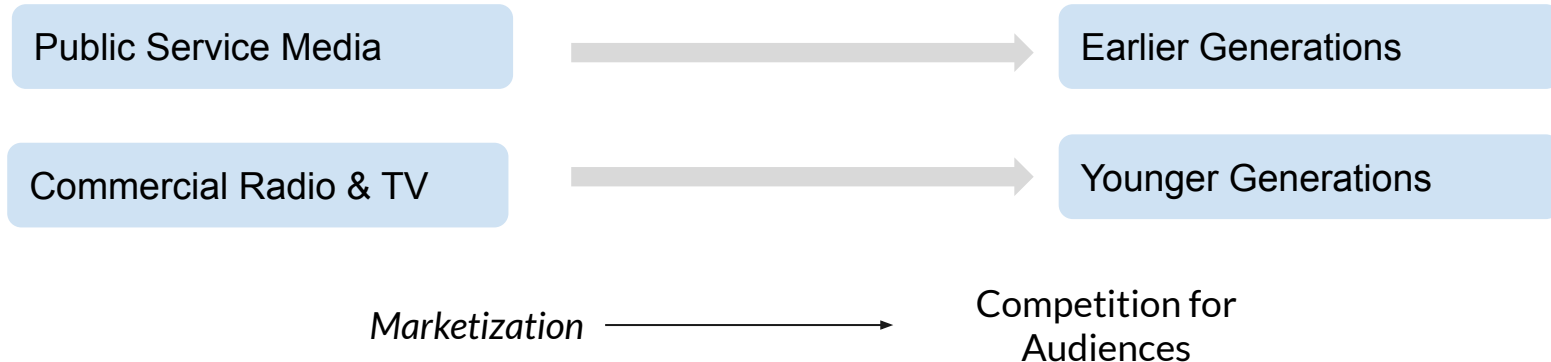
Reached an audience that felt left out, not listened by “elite”

Traditional Media enhanced his visibility

Twitter became major source of news

# Sweden - Media Systems

1. Newspaper-centric Society
2. Public service media System
3. Public broadcast system and subsidized newspapers



# Sweden - Digital Media & Politics



[ Media Savvy Urban Elites ]  
Politicians, Journalists, Political Bloggers



[ Limited to Smaller Parties ]  
Less Used



Used by “underdogs” and “younger non-incumbents”

# Sweden - Democrats' Alternative Media



1. Populist anti-immigration & results of migrant crisis
2. Martyrs and media biased against them
3. “People’s Home, Folkhem”
4. Less educated, rural and male
5. Right - Wing Party

Negative coverage, but coverage nonetheless

Traditional Media boosted their popularity

Traditional Media *distorts the truth*

Extensive use of social media or “alternative media”

# Media Systems in China

Guidance of public opinion  
Provision of moral compass



[ Intellectuals and Party ]

censorship  
authoritarian control  
gauging public opinion



[ General Public ]

favour political stability  
>> agree with blocking destabilizing voices

+ Social Stability & Social Order  
- Limited autonomous public sphere

*how the state is  
responding to the  
public pressures  
in new media?*



[ Commercialized Media +  
Social Media ]

- Social protest and expression, spread ideas
- About government abuses, corruption, social injustices
- ex) Weibo, WeChat



[ Traditional  
Media ]

ex) CCTV: main source of news  
(not urban/younger population)



[ Journalist ]  
“Watchdogs”

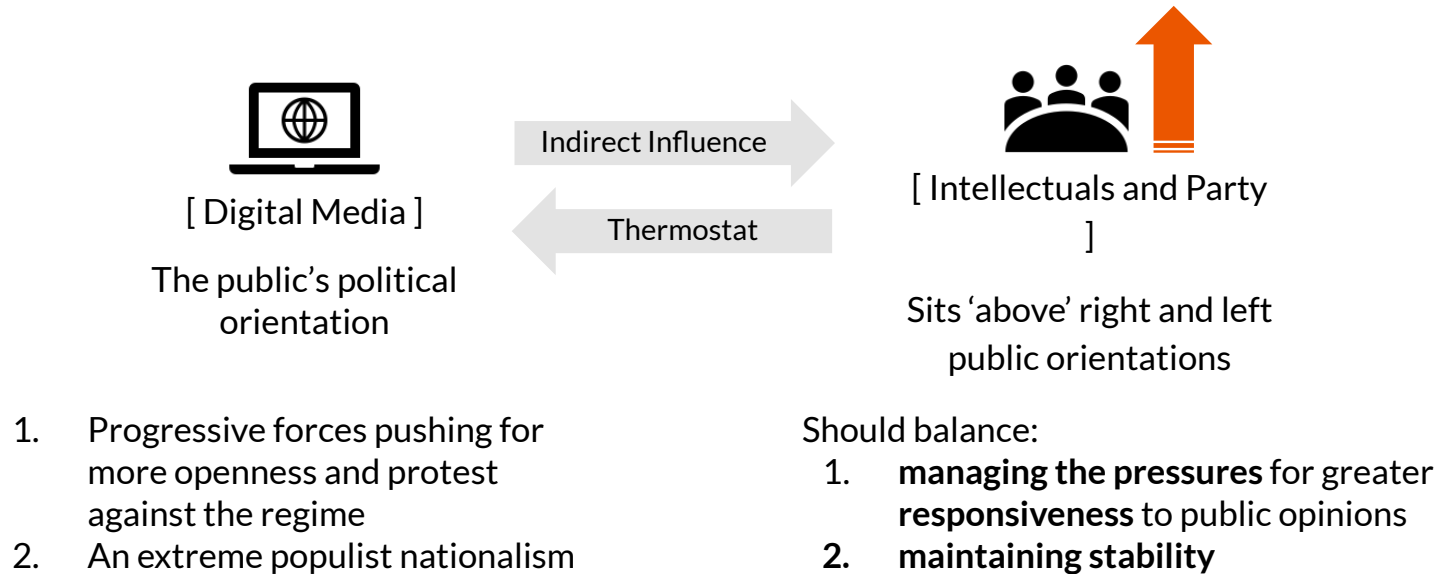
[ CCTV Journalist ]  
Rely on advertising income  
>> entertaining news VS  
educational/morally-guiding news

# Digital Media and Politics in China\_People Curbing Themselves



difficult to measure *how much criticism* of the regime is unexpressed

# Digital Media and Politics in China\_The Government Surveillance



# Containing Online Nationalists in China

## authoritarianism

Populist Authoritarianism (Tang, 2016)

Responsive Authoritarianism (Stockmann & Luo, 2015)

The strong support from Chinese



Hyper-responsiveness:  
- the **direct** and **constant responsiveness** to public opinion unlike democracies

Elite Authoritarianism

Regime must maintain **coercive** rule otherwise it will fail

Chinese gov foster a multi-ethnic state >> **control** online nationalists  
BUT ALSO **follow** the nationalist calls against Western powers bc:

- the gov is responsive to public opinion
- of social media where nationalists express their opinions

The legitimacy of the regime comes from:

- maintaining **stability** + continued **economic growth**  
>> if it fails to do so:
  1. the regime could wane
  2. integration of China in a global economy could be undermined



# Containing Online Nationalists in China\_surveillance

Division between the people and the corrupted elites by the West and lost Chinese virtues (Confucianism)



## Vengeful Populism (Tai, 2015)

- Grassroots Surveillance
- The public criticizing wealthy elites and party officials on the social media

Populists support the authoritarianism but the gov worries that they may support the nation not the party



## Gov's Top-down Surveillance

- Using social media to gauge popular opinion
- Respond to populist excessive outbursts



**Do you think media can be controlled on  
the long term**



# Media systems in India

Emphasis:

**Economic Development**

Limited social implications

Weak socio technical  
infrastructure

Low internet penetration

Issues:

Argument against modernization by local  
indigenous forces

Public service media not independent of the  
government and owners of private sector media

Corruption

Features:

High newspaper readership(especially in  
regional languages)

Importance of small technology

Responsiveness of the government to the  
increasingly mediated demands of civil society

Plans: Smart cities, UID(Aadhar), Digital India



# Digital Media and Politics in India

Journalist do self-censoring

Using media for political campaign

Increasing influence of online  
media activism



**Media**

Hindu elites governing media  
extremist nationalism

Lively, open online public arena  
and civil society

Strong IT sector with a large share  
of export

Globalization

Visibility to forces of information

# Modi's religious nationalism on Twitter

- High tech populism
- Self-promotion
- Personality centered Campaign
- Attack on 'established elites' as an outsider: Congress and Aam Aadmi
- Twitter



# Prospects of mediated politics



America

Racist anti-immigration  
agenda

Sweden

Anti-immigrant agenda

India

Religious/ethnic  
strengthening in a leader

China

National Culture, Inequality,  
Authoritarian control



**What is your takeaway from these chapters in terms of media?**