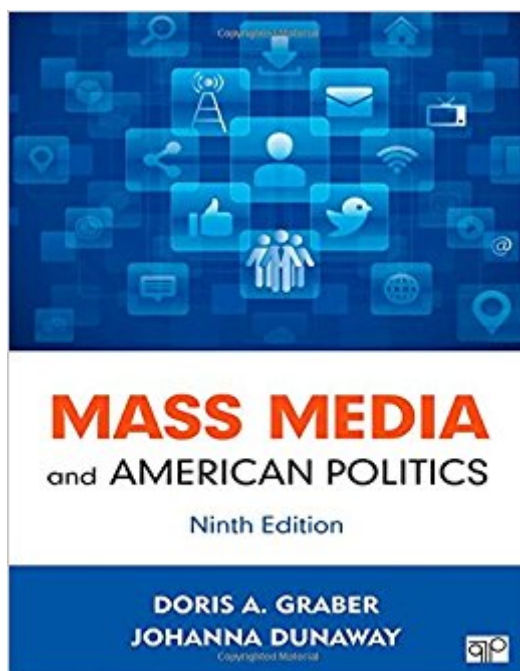


The book was found

Mass Media And American Politics



Synopsis

Focusing on political and technological developments, this book shows students how both the media influences governmental institutions and functions, and how the government shapes the way the media works. It reflects the impact of narrow casting and outlets outside of traditional mediums, such as cable television and the Internet.

Book Information

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Average Customer Review: 4.3 out of 5 starsÂ Â See all reviewsÂ (15 customer reviews)

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> Communication & Journalism > Media Studies

Customer Reviews

This well-compiled textbook gathers basic theoretical introductions to all aspects of the relationship between the American media and the political system. Included are basic mass communication concepts such as agenda setting and gatekeeping, which are then projected into larger media trends and governmental/media interactions in all relevant directions. The book provides descriptions of how government affects media (ownership regulations, First Amendment rules, libel laws), how media affects government (building of public opinion, muckraking, watchdog responsibilities), and how the connections between government and media affect the public (opinion patterns, voting behavior, political knowledge levels). One recurring problem here is that the book is often noncommittal in describing contentious political issues, which is a result of trying to present arguments from all sides. This tends to reduce the perceived importance of some crucial issues in the reader's mind, especially problems with media ownership patterns in recent years, and issues arising from modern deregulation. Meanwhile, the book's sectional arrangement, as is true for many

textbooks, leads to a fair amount of repetition and re-explanations of basic concepts (a real problem in the adjoining chapters for the different branches of government, for example). In any case this book is a very useful introduction to a wide range of theoretical areas, and impressively prepares the reader for more in-depth research endeavors. [~doomsdayer520~]

I'm sure this is a great book and would love to read it but please don't force me to choose between food and books :). Can we get it for 15?

Graber's dissertation clearly illustrates how the mass media effects individual beliefs, attitudes, and activities. Consider how much of the working day is spent discussing top news stories, political issues, and social situations. The average American spends seven hours of exposure per day to some form of mass media news or entertainment [television, newspapers, magazines, radio, etc.] (p.2). Taking this into consideration, the average individual will usually talk about that which they are most familiar, or that in which they are most interested. Based on these statistics, it is inevitable that news stories will be the topic of discussion, thus influence, in American's daily life. Using children as an analogy, the fighting, bickering, fingerpointing, and blaming stops when someone is in trouble. Then trouble comes around, Americans band together, becoming unpenetrable to the adversary. Graber points this out in the chapters on Foreign Affairs Coverage and Crisis Coverage. Everyone has experienced a time of 'crisis', either locally, nationally, or globally. Once a crisis occurs, newspapers, magazines, talk shows, radio, etc. band together. This one aspect keeps America free, and democratic. I agree with Graber that the mass media effects individual beliefs, attitudes, and activities. She has proven her point effectively.

For an introduction to Media politics Graber provides the perfect setting. She exposes various theories to Media's influence on Americans. In fact, I recommend anyone going into campaign work to give this book a brief scan; it's an easy read.

Fairly in-depth and informative, however a bit dry and difficult to read at times. Could benefit from using more examples to highlight ideas.

Graber's books on the mass media in American politics is the book on the media. It has been the book throughout its eighth editions

This is a very good help for political science students, as well as for journalists or communications specialists ! I recommend !

Real insight into the mass media and the effect media has on profit and non-profit organizations alike. Check it out.

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