

MASS MEDIA AND POLITICAL ISSUES

ALEXANDRA PRENTISS



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Different aspects of the interplay between audience and politics, including agenda setting, and targeting demographics will be highlighted in several case studies. No consideration of the relationship between politics and mass media is complete without a discussion of the use of mass media as propaganda, or a tool of manipulation, by politicians, as "Mass media's manipulative potential in political discourse" will illuminate. The use of the Internet and mass media for propagation of ideas and propaganda is not limited to intra-national contexts, but is also relevant on the geopolitical level, as "Information warfare technologies in political discourse" shows. Nations have their own agendas on the world stage, even when it comes to seemingly non-political events like the Olympics, which will be investigated in "The Interference of Politics in the Olympic Games, and How the US Media Contribute to It." New media enables new ways of agenda-setting, as discourse analysis reveals in "Internet Aggregators Constructing the Political Right Wing in Japan." The misrepresentation of distant events can have a direct effect on how audiences perceive those events, and thus on how policy is shaped, as evidenced by "Misrepresentation of the Bosnian War by Western media." Nowhere has mass media been more instrumental in shaping public opinion than in cases of political corruption. The relationship between news coverage and political corruption in Western democracies will be considered in the article, "Journalistic coverage of political and financial crises and the 'issue' of political corruption." On the flip side of the exposure of political corruption by objective news sources is the role of state-owned media in promoting the political elite's agenda, as discussed in "Reshaping the Hegemony: State-Owned Media in Egypt after the Revolution." Is social media a legitimate sphere for public discourse? Several of the articles in this book will parse this question. In keeping with the objective of looking at the interplay between politics and mass media, case studies will demonstrate how social media has affected how politicians disseminate information, as well as how citizens discuss politics and interact with government. To provide perspectives on how politicians communicate with constituents, several recent elections in different countries will be discussed. "Negotiating the Political Self on Social Media Platforms: An In-Depth Study of Image-Management in an Election-Campaign in a Multi-Party Democracy" looks at a Swedish parliamentarian's use of social media in the 2010 elections, in conjunction with a communications agency, examines how she was able to monitor her self-presentation via this new conduit. 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ISBN 978-1-68094-509-6



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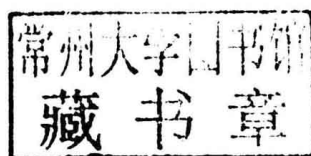
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ArclerPress

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Editor:

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**© 2017 Arcler Press LLC
708 3rd Avenue, 6th Floor
New York
NY 10017
United States of America
www.arclerpress.com**

ISBN: 978-1-68094-509-6

Library of Congress Control Number: 2016951364

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About the Editor

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Preface

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Editor

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INTRODUCTION

New Age Media

With the advent of the Internet, we are now enjoying the benefits of high technology public media, which is not only faster than the old school public media, but also has a widespread range. Mobile phones, computers, and the Internet are often referred to as the new-age media. The Internet has opened up several new opportunities for public communication which include email, websites, podcasts, e-forums, e-books, blogging, Internet TV and many others, which are booming today. The Internet has also started social networking sites which have redefined public communication all together. Sites like Facebook, Twitter, and YouTube have made communication to the publics all the more entertaining, interesting, and easier!

Mobile Phones

Mobile phones have become a boon to mankind. It has made communication possible at any time, and from anywhere. Nowadays, a smart device like a mobile phone is not only used for interaction, but also for other technical utilities like operating pumps from remote locations, etc. You can also get alerts of your monetary transactions on a mobile phone. About a decade ago, who would have thought of having the Internet on mobiles? Today, we can stay in touch with the whole world via the Internet on our mobile phones.

Computers

With the invention of computers the impossible has become possible. We virtually get information about everything from pin to piano with the help of computers. It has added speed and multimedia to the information which was earlier available only in the print format. Also, anyone can voice their opinions through computers. Computers have added a new breakthrough in the public media by combining human intelligence with the cutting edge technology.

Internet

This is the most important device of the new age media. The discovery of the Internet can be called the biggest invention in public media. In earlier days, news used to reach people only with the morning newspaper. But today, live updates reach us simultaneously as the events unfold. *For example*, the royal wedding of Kate Middleton and Prince William was watched live on the Internet by millions of people around the world. The Internet has inspired interaction and connectivity through its social networking medium. It has become one of the core means of public communication. We cannot think of leading our lives without it.

E-mails

E-mails or electronic mails have drastically reduced the time it took for drafting and sending letters, or mails. Electronic mails have also facilitated lesser usage of paper.

Websites

The Internet has a plethora of websites dedicated to various people, companies, brands, causes, activities, etc. The most significant usefulness of these websites is in providing information, search engines, downloads through libraries, and interaction through the social networking sites. Due to these websites carrying out e-commerce transactions has also become easy.

Podcasts

Podcasts are mediums of public communication that include short video or audio files. They can be seen and heard on mobiles, computers, and portable media instruments. They are engaging devices of communication.

E-Forums

E-Forums are bulletin boards on websites where people start threads on topics. These are usually hosted on a website. These forums are open platforms to discuss a range of topics. People give their opinions and share their experiences on various topics.

E-Books

There are a number of websites which have hosted eBooks and online libraries. The main benefit of having eBooks is that you do not have to carry bulky books. You can read them on your eBook readers, mobiles, computer screens, or other devices. You can even adjust the font size to suit your requirements.

Blogging

A blog is a space on the Internet where a single person or a group of people record their information, opinions, photos, videos, etc. It is an interesting and free platform to talk about any topic. Interaction happens in the form of comments or feedback.