

Media and Governance

Stephen Lukes, 3 approaches to power in society

- 1) one dimensional view of power: "A has power over B to the extent that he can get B to do something that B would not otherwise do." Stress on observable behaviors, conscious decisions.

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- 2) two-dimensional view of power involves nondecision-making as well, considers the ways in which decisions are prevented from being taken on potential issues over which there is an observable conflict of subjective interests. Agenda setting, Marxist class analysis, etc.

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- 3) three dimensional view of power: focuses on decision-making and control over political agenda (includes systematic/structural and non-intentional factors as well as decisions); subjective and "real" interests; overt and latent conflict; *focus on the not-said, the power of silencing.*

Why do juntas seize TV stations first?

- Why do juntas and revolutionaries take over TV stations instead of Presidential Palaces?
- The end of the Soviet Union and the "dumb coup": the fact of symbolic power in mass mediated societies
- Media creates a system of power, whether or not it is a democratic system

Communicating through Commercial Media: Politics as Advertising

- Media, the Decline of Parties, and the Undecided Voter
- Television and Sound Bite Politics
 - Increased costs
 - Negative and shallow campaigning due to entertainment context -- no hour long speeches or debates
- Consultants and the "selling" of candidates:
 - Opinion polling: on media researcher once said there is no public opinion (really, population's private opinions)
 - The focus on image, distaste for debate; (same with consumer products -- industry's distaste for comparative ads)