

- **Announcements**

- Next draft of the paper is due next week
- This draft will be read by one of your colleagues and you will get feedback on it

- **The plan for today**

- How do citizens acquire their political attitudes?
  - Media and democracy
  - How do media influence attitudes?

## Media and democracy

- What role do media play in a democracy? Do we need media?
- Inform and educate citizens
  - Information flows
    - From the government to the citizens
    - From the citizens to the government

## Are citizens affected by media?

### 1) The hypodermic model

- Historically the first model (early to mid 20<sup>th</sup> cent.)
- Media are extremely powerful
- Citizens are not sophisticated enough to resist their influence

## Are citizens affected by media? (continued)

### 2) Minimal effects model

- Citizens are not blank slates, they are active receivers and rejecters of media messages
- Overall, media don't have much influence on attitudes
- Media messages have a
  - Reinforcement effect
  - Activation effect
  - Conversion effect (rare)
- Two-step flow of information
  - Opinion leaders

Are citizens affected by media? (continued)

### 3) Subtle effects model

- Media have some influence on attitudes
- a. Agenda-setting effects
  - issues covered by media are more salient
  - The effect is stronger for issues with which individuals have little everyday experience (such as foreign policy issues)
- b. Priming effects
- c. Framing effects

- Priming effects

- Evaluate the government based on the issue highlighted by the media

- Framing effects

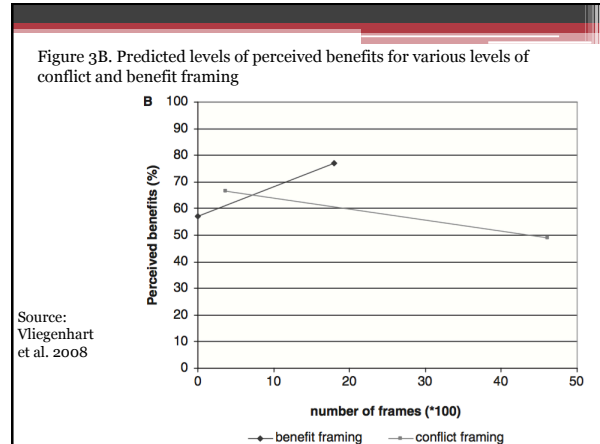
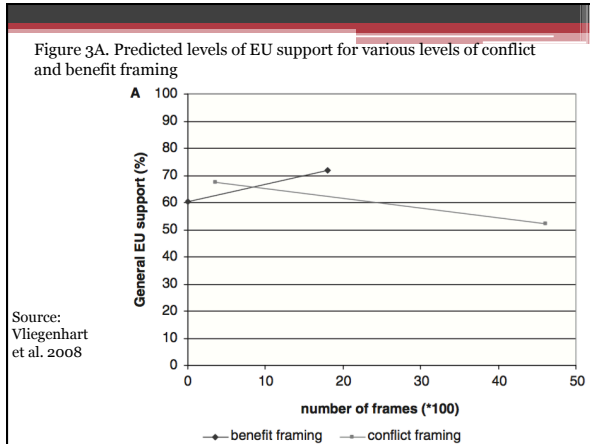
- Frames identify what aspects of a political problem are relevant or important
- Frame = emphasis on salience of certain aspects of a topic
  - Example: KKK rally as a free speech issue or a public order issue

### Framing and public opinion in the EU

- Framing EU enlargement
  - Risk vs. opportunity
  - Opportunity → higher support for enlargement

### Work in groups of 4-5 members

- Work with the article you read and answer the following questions:
- 1) What are the three frames studied in the article?
- 2) How do these frames affect support for the EU?
  - Figures 3A and 3B will be helpful in answering this question



### Framing and public opinion in the EU

- News about the EU
  - Benefit frame (positive effect)
  - Disadvantage frame (no effect found)
  - Conflict frame (negative effect)