



Recalling Political Messages: About the Framing of a Presidential Speech and Its Subsequent News Coverage

Sophia Schulze

Download now

[Click here](#) if your download doesn't start automatically

Recalling Political Messages: About the Framing of a Presidential Speech and Its Subsequent News Coverage

Sophia Schulze

Recalling Political Messages: About the Framing of a Presidential Speech and Its Subsequent News Coverage Sophia Schulze

Seminar paper from the year 2011 in the subject American Studies - Miscellaneous, grade: 1,0, Free University of Berlin (John-F.-Kennedy-Institut), course: The Media and Public Opinion in US Foreign Policy, language: English, abstract: It is widely known that the public in the U.S. counts on the mass media to get information about political affairs these days (Pew Research Center 2010: 1), not only because it is hardly possible for people to gather all the political information they get from the media by themselves but also because political issues are usually very complex and difficult to comprehend without any guidance (cf. Berinsky/Kinder 2006: 641). What the public knows about politics – which is the basis of public debate and can shape public opinion – therefore depends to a large extent on what journalists convey in the news (cf. Simon/Xenos 2010: 363; de Vreese 2005: 51). This is also a crucial fact for political actors because they have to take the media into account whenever they want to convey a message or opinion about a political concern to the public.

Among the most important messages from political actors to the people are presidential speeches because they very often include vital decisions for the country or new strategies in an ongoing conflict. By giving a speech to the nation a president can not only justify political plans but also shape those plans in a way that makes them worthy of support among the public and the Congress. Thus, a president's "message is constructed in such a way as to contain certain associations rather than others" (Simon/Xenos 2010: 367) in order to accentuate aspects of the message that the president thinks are likely to attract support. This is called framing and serves the purpose of promoting a certain "interpretation and evaluation" of a political issue by an audience (Entman 2004: 26). However, unless people watch the speeches themselves, a president cannot entirely determine how the public perceives the content of a speech. Whether a presidential speech comes across the way a president communicated it, depends heavily on whether journalists pick up the president's framing and put the emphasis on the same information that the president did. If the media doesn't do that, the public might not judge the political matter the way a president intended, which could result in less support for a policy.



[Download Recalling Political Messages: About the Framing of ...pdf](#)



[Read Online Recalling Political Messages: About the Framing ...pdf](#)

Download and Read Free Online Recalling Political Messages: About the Framing of a Presidential Speech and Its Subsequent News Coverage Sophia Schulze

From reader reviews:

Ruth Williams:

This book untitled Recalling Political Messages: About the Framing of a Presidential Speech and Its Subsequent News Coverage to be one of several books that best seller in this year, that's because when you read this e-book you can get a lot of benefit into it. You will easily to buy this particular book in the book retail outlet or you can order it via online. The publisher in this book sells the e-book too. It makes you quicker to read this book, as you can read this book in your Smartphone. So there is no reason for you to past this publication from your list.

Neil McNatt:

Spent a free time and energy to be fun activity to accomplish! A lot of people spent their spare time with their family, or their friends. Usually they accomplishing activity like watching television, going to beach, or picnic from the park. They actually doing ditto every week. Do you feel it? Do you need to something different to fill your free time/ holiday? May be reading a book may be option to fill your no cost time/ holiday. The first thing that you'll ask may be what kinds of guide that you should read. If you want to try look for book, may be the guide untitled Recalling Political Messages: About the Framing of a Presidential Speech and Its Subsequent News Coverage can be fine book to read. May be it can be best activity to you.

Laura Burnham:

In this particular era which is the greater man or who has ability to do something more are more important than other. Do you want to become among it? It is just simple way to have that. What you should do is just spending your time little but quite enough to have a look at some books. Among the books in the top list in your reading list will be Recalling Political Messages: About the Framing of a Presidential Speech and Its Subsequent News Coverage. This book that is qualified as The Hungry Hills can get you closer in turning out to be precious person. By looking upwards and review this guide you can get many advantages.

Dolores Albert:

Do you like reading a guide? Confuse to looking for your favorite book? Or your book has been rare? Why so many question for the book? But virtually any people feel that they enjoy for reading. Some people likes reading through, not only science book but novel and Recalling Political Messages: About the Framing of a Presidential Speech and Its Subsequent News Coverage as well as others sources were given information for you. After you know how the good a book, you feel desire to read more and more. Science reserve was created for teacher or students especially. Those ebooks are helping them to put their knowledge. In additional case, beside science reserve, any other book likes Recalling Political Messages: About the Framing of a Presidential Speech and Its Subsequent News Coverage to make your spare time more colorful. Many types of book like here.

**Download and Read Online Recalling Political Messages: About the
Framing of a Presidential Speech and Its Subsequent News
Coverage Sophia Schulze #L0ZF4B7O92T**

Read Recalling Political Messages: About the Framing of a Presidential Speech and Its Subsequent News Coverage by Sophia Schulze for online ebook

Recalling Political Messages: About the Framing of a Presidential Speech and Its Subsequent News Coverage by Sophia Schulze Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Recalling Political Messages: About the Framing of a Presidential Speech and Its Subsequent News Coverage by Sophia Schulze books to read online.

Online Recalling Political Messages: About the Framing of a Presidential Speech and Its Subsequent News Coverage by Sophia Schulze ebook PDF download

Recalling Political Messages: About the Framing of a Presidential Speech and Its Subsequent News Coverage by Sophia Schulze Doc

Recalling Political Messages: About the Framing of a Presidential Speech and Its Subsequent News Coverage by Sophia Schulze MobiPocket

Recalling Political Messages: About the Framing of a Presidential Speech and Its Subsequent News Coverage by Sophia Schulze EPub