

# The Six O'Clock Presidency

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A Theory of Presidential Press Relations  
in the Age of Television

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Fredric T. Smoller

# Six O'clock President A Theory Of Presidential Press Relations In The Age Of Television

**Joshua M. Scacco, Kevin Coe**



## **Six O'clock President A Theory Of Presidential Press Relations In The Age Of Television:**

**The Six O'Clock Presidency** Fredric T. Smoller, 1990-09-07 Studying the increasingly powerful role television plays in the political process Fredric T Smoller offers a persuasive argument that the big three network coverage of the presidency is gradually eroding public support for and confidence in that office This book argues that network coverage of the presidency is determined by the political technical and commercial nature of the medium itself producing a bias toward extensive and negative coverage Smoller studies the thematic nature of television s presidential coverage demonstrating how producers and correspondents integrate their daily coverage into ongoing themes which provide dramatic unity over a prolonged period of time Thus television s portrayal of the White House generally starts out favorable but soon becomes unfavorable Attempts by the White House to combat these negative portrayals by managing news coverage and isolating the president will subvert democratic values The Six O Clock Presidency argues against generally accepted views that network coverage of the presidency is too favorable and reveals the power of the networks to unravel the career of individual presidents and the public s support for that office Noting that television news is getting tougher on the presidency as each full term administration president since Richard Nixon has received a bigger measure of poor coverage than its predecessor the author spent several weeks with the White House press corps to determine how this could be explained He interviewed television news executives correspondents and technicians for ABC CBS and NBC as well as White House officials The result is a comprehensive study of the economics technology and personnel of network news and its coverage of the presidency

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is a comprehensive study of the economics technology and personnel of network news and its coverage of the presidency

The Presidency in the Era of 24-Hour News Jeffrey E. Cohen, 2010-11-16 The Presidency in the Era of 24 Hour News examines how changes in the news media since the golden age of television when three major networks held a near monopoly on the news people saw in the United States have altered the way presidents communicate with the public and garner popular support How did Bill Clinton manage to maintain high approval ratings during the Monica Lewinsky scandal Why has the Iraq war mired George Bush in the lowest approval ratings of his presidency Jeffrey Cohen reveals how the decline of government regulation and the growth of Internet and cable news outlets have made news organizations more competitive resulting in decreased coverage of the president in the traditional news media and an increasingly negative tone in the coverage that does occur He traces the dwindling of public trust in the news and shows how people pay less attention to it than they once did Cohen argues that the news media's influence over public opinion has decreased considerably as a result and so has the president's ability to influence the public through the news media This has prompted a sea change in presidential leadership style Engaging the public less to mobilize broad support presidents increasingly cultivate special interest groups that often already back the White House's agenda This book carries far reaching implications for the future of presidential governance and American democracy in the era of new media

**FDR and the News Media** Betty Houchin Winfield, 1994 Power was at the heart of FDR's relationship with the media the power of the nation's chief executive to control his public messages versus the power of the free press to act as an independent watchdog over the president and the government This compelling study points to Roosevelt's consummate news management as a key to his political artistry and leadership legacy

**Political Communication** Richard M. Perloff, 2013-10-18 In this political communication text Richard M Perloff examines the various ways in which messages are constructed and communicated from public officials and politicians through the mass media to the ultimate receivers the people With a focus on the history of political communication he provides an overview of the most significant issues in the study of politics and the media In addition to synthesizing facts and theories and highlighting the scholarly contributions made to the understanding of political communication effects Political Communication addresses such factors as the rhetorical accomplishments of American presidents the ongoing tangles between the press and the presidency and the historical roots of politics as it is practiced and studied today It also addresses major issues about the press and politics that continually resurface such as question of press bias and the use and manipulation of media by politicians to accomplish national goals As a comprehensive and engaging introduction to contemporary political communication this volume provides all readers with a historical perspective on American politics and press and offers a unique appreciation of the strengths and virtues of political communication in America

*Presidential Lightning Rods* Richard J. Ellis, 2021-10-08 H R Haldeman President Nixon's former chief of staff is said to have boasted Every president needs a son of a bitch and I'm Nixon's I'm his buffer and I'm his bastard I get done what he wants done and I

take the heat instead of him Richard Ellis explores the widely discussed but poorly understood phenomenon of presidential lightning rods cabinet officials who take the heat instead of their bosses Whether by intent or circumstance these officials divert criticism and blame away from their presidents The phenomenon is so common that it is assumed to be an essential item in every president's managerial toolbox But Ellis argues such assumptions can oversimplify our understanding of this tool Ellis advises against indiscriminate use of the lightning rod metaphor Such labeling can hide as much as it reveals about presidential administration and policymaking at the cabinet level The metaphor often misleads by suggesting strategic intent on the president's part while obscuring the calculations and objectives of presidential adversaries and the lightning rods themselves Ellis also illuminates the opportunities and difficulties that various presidential posts especially secretaries of state chiefs of staff and vice presidents have offered for deflecting blame from our presidents His study offers numerous detailed and instructive examples from the administrations of Truman Dean Acheson Eisenhower Richard Nixon John Foster Dulles Herbert Brownell and Ezra Taft Benson LBJ Hubert Humphrey Ford Henry Kissinger and Reagan James Watt These examples Ellis suggests should guide our understanding of the relationship between lightning rods and presidential leadership policymaking and ratings Blame avoidance he warns does have its limitations and may even backfire at times Nevertheless President Clinton and his successors may need to rely on such tools The presidency Ellis points out finds itself the object of increasingly intense partisan debate and microscopic scrutiny by a wary press Lightning rods can deflect such heat and help the president test policies gauge public opinion and protect his political power and public image Ellis's book is an essential primer for helping us understand this process

**Presidents in Culture** David Ryfe, 2005 Whether writing from the perspective of rhetoric or political science scholars of presidential communication often assume that the ultimate meaning of presidential rhetoric lies in whether it achieves policy success In this book David Michael Ryfe argues that although presidential rhetoric has many meanings one of the most important is how it rhetorically constructs the practice of presidential communication itself Drawing upon an examination of presidential rhetoric in the twentieth century from Theodore Roosevelt to Franklin D Roosevelt from Ronald Reagan to Bill Clinton Ryfe surveys the shifting meaning of presidential communication In doing so he reveals that the so called public or rhetorical presidency is not one fixed entity but rather a continuously negotiated discursive construct

**The Ubiquitous Presidency** Joshua M. Scacco, Kevin Coe, 2021 American democracy is in a period of striking tumult The clash of a rapidly changing socio technological environment and the traditional presidency has led to an upheaval in the scope and standards of executive leadership Yet research on the presidency although abundant has been slow to adjust to changing realities associated with digital technologies diverse audiences and new elite practices Meanwhile journalists and the public continue to encounter and shape emerging presidential efforts in deeply consequential ways Joshua Scacco and Kevin Coe bring needed insight to this complex situation by offering the first comprehensive framework for understanding contemporary presidential communication in relation to the

current socio technological environment They call this framework the ubiquitous presidency Scacco and Coe argue that presidents harness new opportunities in the media environment to create a nearly constant and highly visible presence in political and nonpolitical arenas They do this by trying to achieve longstanding presidential goals namely visibility adaptation and control However in an environment where accessibility personalization and pluralism are omnipresent considerations the strategies presidents use to achieve these goals are very different from what we once knew Using this novel framework as a conceptual anchor The Ubiquitous Presidency undertakes one of the most expansive analyses of presidential communication to date Scacco and Coe employ a wide variety of approaches ranging from surveys and survey experiments to large scale automated content and network analyses to qualitative textual analysis to uncover new aspects of the intricate relationship between the president news media and the public Focusing on the presidency since Ronald Reagan and devoting particular attention to the cases of Barack Obama and Donald Trump the book uncovers remarkable shifts in communication that test the institution of the presidency and consequently democratic governance itself *Mass Media and American Politics* Doris A. Graber, Johanna Dunaway, 2017-08-08 *Mass Media and American Politics* is the most comprehensive and best book for political communication This text has made it easy for my students to learn about research and theory related to political journalism and the political communication system in America It has great utility and insight while being comprehensive but not overwhelming for students Jason Martin DePaul University Known for its readable introduction to the literature and theory of the field *Mass Media and American Politics* is a trusted comprehensive look at media s impact on attitudes behavior elections politics and policymaking This Tenth Edition is thoroughly updated to reflect major structural changes that have shaken the world of political news and examines the impact of the changing media landscape It includes timely examples from the 2016 election cycle to illustrate the significance of these changes This classic text balances comprehensive coverage and cutting edge theory shows students how the media influence governmental institutions and the communication strategies of political elites and illustrates how the government shapes the way the media disseminate information Written by Doris A Graber a scholar who has played an enormous role in establishing and shaping the field of mass media and American politics and Johanna Dunaway this book sets the standard **FREE POSTER** Fact or Fiction Use this checklist to avoid the pitfalls posed by the rise of fake news *A Companion to Gerald R. Ford and Jimmy Carter* Scott Kaufman, 2015-10-21 With 30 historiographical essays by established and rising scholars this Companion is a comprehensive picture of the presidencies and legacies of Gerald Ford and Jimmy Carter Examines important national and international events during the 1970s as well as presidential initiatives crises and legislation Discusses the biography of each man before entering the White House his legacy and work after leaving office and the lives of Betty Ford Rosalynn Carter and their families Covers key themes and issues including Watergate and the pardon of Richard Nixon the Vietnam War neoconservatism and the rise of the New Right and the Iran hostage crisis Incorporates presidential diplomatic military economic social and cultural history Uses the most

recent research and newly released documents from the two Presidential Libraries and the State Department

Encyclopedia of journalism. 6. Appendices Christopher H. Sterling, 2009-09-25 The six volume Encyclopedia of Journalism covers all significant dimensions of journalism including print broadcast and Internet journalism US and international perspectives history technology legal issues and court cases ownership and economics The Politics of Authenticity in Presidential Campaigns, 1976-2008 Erica J. Seifert, 2014-01-10 Authenticity the dominant cultural value of the baby boom generation became central to presidential campaigns in the late 20th century Beginning in 1976 Americans elected six presidents whose campaigns represented evolving standards of authenticity Interacting with the media and their publics these successful presidential candidates structured their campaigns around projecting authentic images and connecting with voters as one of us In the process they rewrote the political playbook redefined presidentiality and changed the terms of the national political discourse This book is predicated on the assumption that it is worth knowing why *The Politics of Persuasion* Anthony R. DiMaggio, 2017-02-21 Tracking the effects of media content on the public is a difficult endeavor and media effects vary on a subject to subject basis To address this challenge The Politics of Persuasion employs a multifaceted mixed method approach to studying mass media and public attitudes Anthony R DiMaggio analyzes more than a dozen case studies covering US domestic economic policy and examines a wide range of theories of how bias operates in mass media with regard to coverage of these issues While some research claims that journalists are overly negative and biased against government officials some reveals that journalists favor citizens groups Still other studies contend there is a liberal bias in the media a progovernment bias or a bias in favor of advertisers and business interests Through his analysis DiMaggio is the first to systematically examine all of these competing interpretations He concludes that reporters tailor stories to corporate and government interests but argues that the ability to manufacture consent from the public in favor of these elite views is far from guaranteed According to DiMaggio citizens often make use of their own personal experiences and prior attitudes to challenge official narratives *Encyclopaedia of Propaganda* Robert Cole, 2022-03-24 The Encyclopedia of Propaganda examines all aspects of propaganda through history and is organized in an A to Z format The set defines the arenas in which propaganda is used such as politics war advertising and media pinpoints the political systems in which it is used such as Nazism Communism and McCarthyism and describes notable progenitors of propaganda and their works including Hitler and Mein Kampf Machiavelli and The Prince Sun Tzu and The Art of War and Plato and The Republic The Encyclopedia of Propaganda also examines noteworthy individuals who have employed propaganda to further their own agenda including Walt Disney Fidel Castro Jane Fonda the Rev Jerry Falwell Saddam Hussein Rush Limbaugh and Eleanor Roosevelt Organizations which have utilized propaganda in a systematic fashion are also included among them the Black Panther Party the Sandinista National Liberation Front and the People for Ethical Treatment of Animals This well organized easy to use reference should be a valuable research tool for students of world history politics and literature The Interactive President

David Michael Ryfe,1997      **With Malice Toward All?** Patricia Moy,Michael Pfau,2000-04-30 Public opinion polls point to a continuing decline in confidence in the Presidency court system Congress the news media state government public education and other key institutions Moy and Pfau analyze the reasons for this crisis of confidence with particular attention to the role of the media Moy and Pfau examine the impact of sociodemographic factors political expertise and use of communication media on people s perceptions of confidence in democratic institutions Their conclusions are based on two years of data collection In three waves between 1995 and 1997 they conducted a series of content analyses of media depictions of democratic institutions in conjunction with general survey data The result is one of the most comprehensive examinations ever conducted on the influence of the media on public confidence It will be of great value to scholars researchers students and professionals in government and the media      Political Science Quarterly ,1991 Offers timely analysis of both domestic and foreign policy issues as well as of political institutions and processes      **The View from the States** Jan Pons Vermeer,2002 Despite Tip O Neill s maxim that all politics is local and despite the press s emphasis on proximity as a news value national and international developments are frequent topics of discussion in local newspaper editorials In *The View From the States* Jan P Vermeer demonstrates how public discourse on national politics at the local level influences how citizens and policy makers alike perceive and respond to national political institutions Using 1994 as a case study Vermeer examines ten medium sized daily newspapers representing all regions of the country and analyzes their editorial commentaries on Congress the Presidency the Supreme Court and the electoral process He concludes that while the papers show varied responses to national political events the editorials regularly inject national concerns into local political discourse *The View From the States* takes a fresh look at the ever increasing influence of regional media on national politics

**The Presidency** Jeffrey Cohen,David Nice,2003 A thematic and comprehensive overview of what political scientists think and know about the Presidency this first edition text introduces students to new and fresh ideas about our nation s highest office The authors hope to capture students curiosity and understanding of the Presidency by including not only the historical facts surrounding the office but also by discussing controversies theories and scientific perspective      *Mass Media and American Politics* Doris Appel Graber,1993 Graber discusses the media and its place in the public and private sectors the media s influence on individual attitudes and perceptions and the media s coverage of government institutions and political situations



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## **Table of Contents Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television**

1. Understanding the eBook Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television
  - The Rise of Digital Reading Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television
  - Advantages of eBooks Over Traditional Books
2. Identifying Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television
  - User-Friendly Interface
4. Exploring eBook Recommendations from Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television
  - Personalized Recommendations

## **Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television**

---

- Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television User Reviews and Ratings
- Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television and Bestseller Lists
- 5. Accessing Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television Free and Paid eBooks
  - Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television Public Domain eBooks
  - Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television eBook Subscription Services
  - Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television Budget-Friendly Options
- 6. Navigating Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television eBook Formats
  - ePub, PDF, MOBI, and More
  - Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television Compatibility with Devices
  - Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television
  - Highlighting and Note-Taking Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television
  - Interactive Elements Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television
- 8. Staying Engaged with Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television
- 9. Balancing eBooks and Physical Books Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain

- Minimizing Distractions
- Managing Screen Time
- 11. Cultivating a Reading Routine Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television
  - Setting Reading Goals Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television
  - Fact-Checking eBook Content of Six Oclock President A Theory Of Presidential Press Relations In The Age Of Television
  - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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