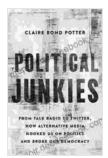
From Talk Radio to Twitter: How Alternative Media Hooked Us on Politics



Political Junkies: From Talk Radio to Twitter, How Alternative Media Hooked Us on Politics and Broke Our

Democracy by Claire Bond Potter



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Alternative media has become a major force in American politics, providing voters with news and commentary that is often more partisan and ideologically charged than what they can find in traditional media outlets. This shift has had a profound impact on the way we think about politics, and it has also made us more polarized and divided.

In this article, we will explore the rise of alternative media and its impact on American politics. We will discuss the different types of alternative media, how they have evolved over time, and the ways in which they have shaped our political discourse.

The Rise of Alternative Media

The roots of alternative media can be traced back to the 1960s, when a number of independent and non-profit media outlets emerged in response to the perceived bias of the mainstream media. These outlets, which included magazines like Ramparts and Mother Jones, provided a platform for voices that were not being heard in the mainstream media.

In the 1980s, the rise of talk radio gave alternative media a new platform to reach a wider audience. Talk radio hosts like Rush Limbaugh and Howard Stern were able to attract large audiences by offering a mix of news, commentary, and entertainment that was often more partisan and ideologically charged than what was available on traditional radio stations.

In the 1990s, the internet emerged as a new platform for alternative media. Websites like Drudge Report and Breitbart News provided a space for conservative voices that had been marginalized in the mainstream media. These websites were able to attract large audiences by providing a mix of news, commentary, and opinion that was often more partisan and ideologically charged than what was available on traditional news websites.

The Impact of Alternative Media on American Politics

The rise of alternative media has had a profound impact on American politics. Alternative media outlets have been able to provide voters with news and commentary that is often more partisan and ideologically charged than what they can find in traditional media outlets. This has led to a number of changes in the way we think about politics, including:

 Increased polarization: Alternative media outlets have helped to create a more polarized political landscape by providing a platform for voices that are often more extreme than those found in the mainstream media. This has led to a decrease in civil discourse and an increase in name-calling and personal attacks.

- Increased partisanship: Alternative media outlets have also helped to increase partisanship by providing a platform for voices that are often more partisan than those found in the mainstream media. This has led to a decrease in bipartisanship and an increase in gridlock in Congress.
- Increased distrust of the media: Alternative media outlets have also helped to increase distrust of the media by providing a platform for voices that are often more critical of the mainstream media than those found in the mainstream media. This has led to a decrease in trust in the media and an increase in the consumption of news and commentary from partisan sources.

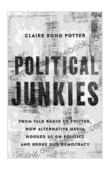
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It is important to be aware of the potential dangers of alternative media and to consume news and commentary from a variety of sources. By ng so, we can help to ensure that we are getting a balanced and accurate view of the world.

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