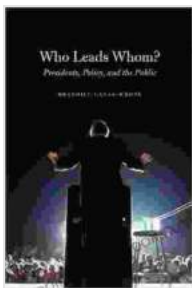


# Presidents Policy and the Public: Studies in Communication, Media, and the Public Sphere

The relationship between presidents and the public is a complex one, mediated by a variety of factors, including the media, public opinion polls, and the president's own communication strategies. In recent years, there has been a growing interest in the role of communication in shaping this relationship, and a number of studies have explored how presidents use the media to communicate with the public, how the public responds to these messages, and how the media itself shapes the public's perception of the president.

This article provides an overview of some of the key findings from this research. We begin by discussing the role of the media in mediating the relationship between presidents and the public. We then examine how presidents use the media to communicate with the public, and how the public responds to these messages. Finally, we consider the role of the media in shaping the public's perception of the president.



## Who Leads Whom?: Presidents, Policy, and the Public (Studies in Communication, Media, and Public Opinion)

by Brandice Canes-Wrone

★★★★☆ 4.8 out of 5

Language : English

File size : 2314 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Word Wise : Enabled

Print length : 192 pages

Lending : Enabled

Hardcover : 540 pages

Item Weight : 3.09 pounds



## **The Role of the Media**

The media plays a crucial role in mediating the relationship between presidents and the public. The media provides the public with information about the president's policies and actions, and it also shapes the public's perception of the president.

The media's coverage of the president can have a significant impact on public opinion. For example, a study by the Pew Research Center found that the media's coverage of President Obama's Affordable Care Act had a significant impact on public support for the law. The study found that people who were exposed to more negative coverage of the law were more likely to oppose it.

The media can also shape the public's perception of the president's character and competence. For example, a study by the University of Texas found that the media's coverage of President Bush's handling of Hurricane Katrina had a significant impact on the public's perception of his leadership abilities. The study found that people who were exposed to more negative coverage of Bush's handling of the disaster were more likely to view him as a poor leader.

## **Presidential Communication**

Presidents use a variety of communication strategies to communicate with the public. These strategies include speeches, press conferences,

interviews, and social media.

Speeches are one of the most important ways that presidents communicate with the public. Speeches allow presidents to deliver their message directly to the public, and they can be used to announce new policies, explain existing policies, or respond to current events.

Press conferences are another important way that presidents communicate with the public. Press conferences allow presidents to answer questions from reporters, and they can be used to provide more detailed information about the president's policies or to respond to criticism.

Interviews are another way that presidents communicate with the public. Interviews allow presidents to speak to a wider audience, and they can be used to reach out to specific groups of people, such as young voters or minority groups.

Social media is a relatively new way for presidents to communicate with the public. Social media platforms such as Twitter and Facebook allow presidents to connect with the public directly, and they can be used to share news, announce new policies, or respond to current events.

## **Public Response**

The public's response to presidential communication can vary depending on a number of factors, including the content of the message, the president's delivery, and the public's own beliefs and values.

The content of the message is one of the most important factors that influence the public's response. Messages that are clear, concise, and

relevant to the public's interests are more likely to be well-received.

The president's delivery is also important. Presidents who are seen as sincere, credible, and trustworthy are more likely to be able to persuade the public.

The public's own beliefs and values also play a role in how they respond to presidential communication. People who share the president's beliefs and values are more likely to be supportive of his or her policies.

## **Media Framing**

The media's coverage of presidential communication can have a significant impact on the public's response. The way that the media frames a message can influence the way that the public perceives it.

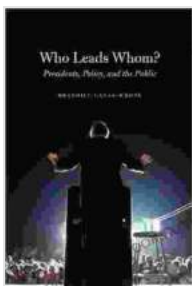
For example, a study by the University of California, Berkeley found that the media's coverage of President Obama's 2009 speech on race relations had a significant impact on the public's perception of the speech. The study found that people who were exposed to more positive coverage of the speech were more likely to view it as a success.

The media's framing of presidential communication can also influence the public's response to the president himself or herself. For example, a study by the University of Wisconsin found that the media's coverage of President Bush's handling of the Iraq War had a significant impact on the public's perception of his leadership abilities. The study found that people who were exposed to more negative coverage of Bush's handling of the war were more likely to view him as a poor leader.

The relationship between presidents and the public is a complex one, mediated by a variety of factors, including the media, public opinion polls, and the president's own communication strategies. In recent years, there has been a growing interest in the role of communication in shaping this relationship, and a number of studies have explored how presidents use the media to communicate with the public, how the public responds to these messages, and how the media itself shapes the public's perception of the president.

This article has provided an overview of some of the key findings from this research. We have discussed the role of the media in mediating the relationship between presidents and the public, how presidents use the media to communicate with the public, how the public responds to these messages, and how the media itself shapes the public's perception of the president.

This research has important implications for our understanding of the relationship between presidents and the public. It shows that the media plays a crucial role in shaping this relationship, and it highlights the importance of presidential communication in influencing public opinion. This research can help us to better understand how presidents can effectively communicate with the public and how the public can best evaluate presidential messages.



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