The Media and its influence of the 2020 US Presidential Elections

Prezentację przygotowali przedstawiciele Studenckiego Koła Naukowego Anglistów:
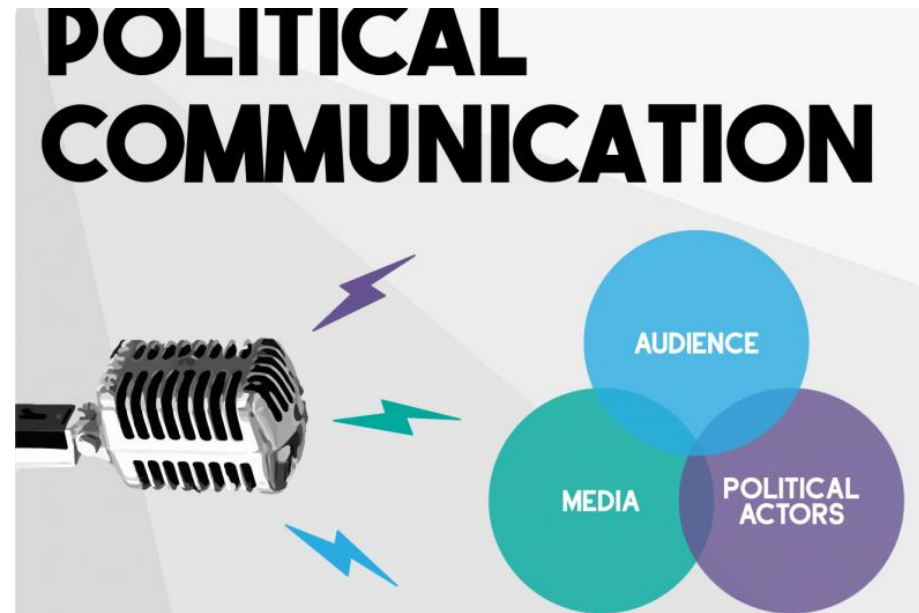- Marcin Nasiłowski
- Emilia Kościuk

- Political communication is that field of public communication which deals with the formulation of a political offer and the persuasion of its validity, <u>relying on marketing techniques.</u>

- Thus understood, political communication includes all forms of communication undertaken by politicians and other political actors in order to achieve specific goals. Communication takes place <u>mainly through mass media.</u>

POLITICAL COMMUNICATION
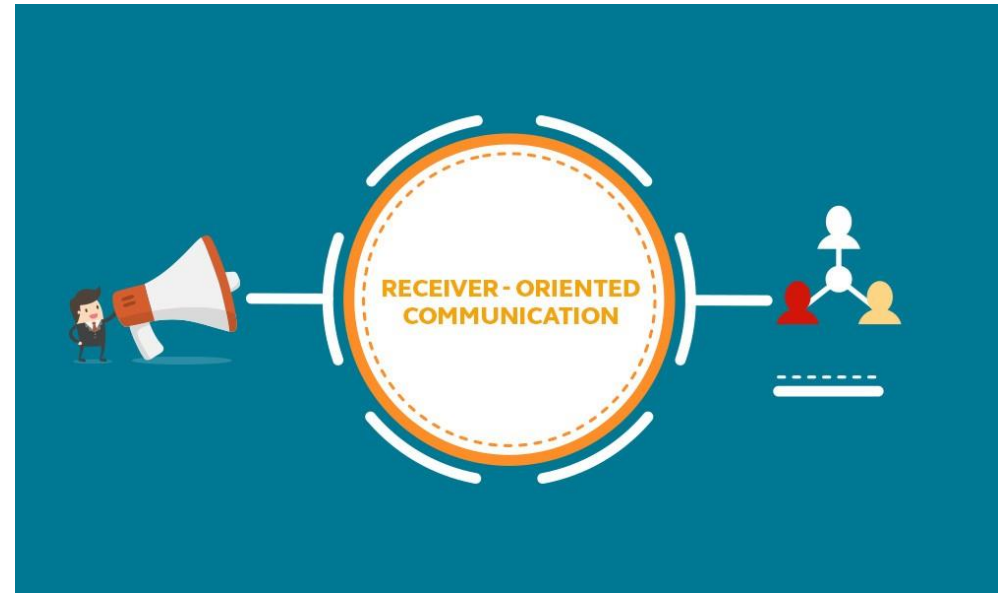
AUDIENCE

MEDIA

POLITICAL ACTORS

● Political socialisation is the <u>process of shaping human consciousness</u>, attitudes and political culture, in the course of which an individual assimilates various information on the political system, values, norms and patterns of political behaviour.

● It is therefore not surprising that the development of so-called <u>political marketing</u> has been progressing for many years.

Political Marketing

●Political marketing can be defined as a set of the process of communicating the value of a product or service (policies, political programs, and leader image) to customers (voters and non-voters) in order to sell that product or service (gain votes and trust).
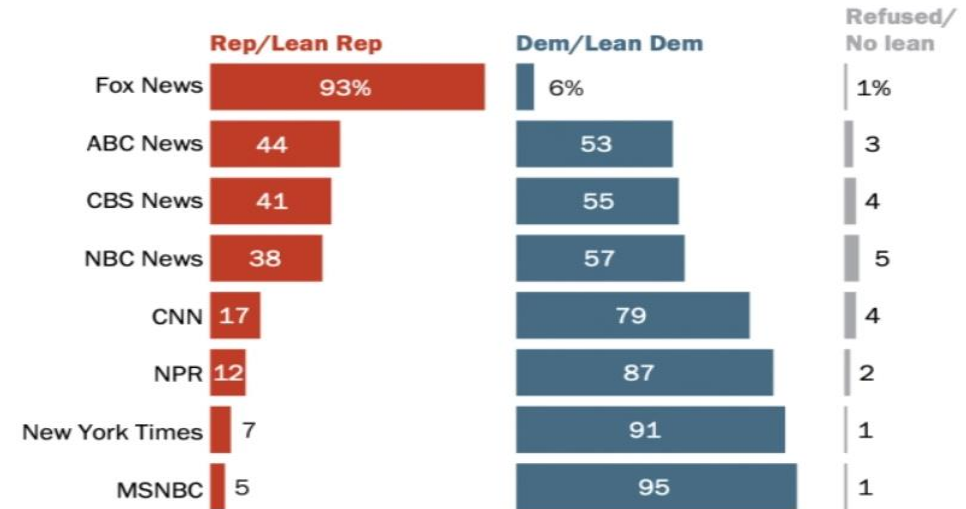

RECEIVER - ORIENTED COMMUNICATION

- Mainstream media outlets in the United States are in favour of different political groups.

- 'Fox News', for instance, has been widely recognised as a channel reporting in favour of the Republican Party and the 45th President Donald Trump.

- Democratic party oriented channels, such as 'CNN', 'NPR' and 'MSNBC' show the positive side of the Democrats and put Republicans in a negative light.

U.S. adults who name Fox News or MSNBC as their main political news source are equally partisan

% who say they identify as _____ among those who name each as their main source for political and election news

	Rep/Lean Rep	Dem/Lean Dem	Refused/ No lean
Fox News	93%	6%	1%
ABC News	44	53	3
CBS News	41	55	4
NBC News	38	57	5
CNN	17	79	4
NPR	12	87	2
New York Times	7	91	1
MSNBC	5	95	1

Note: Main source asked as an open-ended question. Outlets mentioned by less than 2% as main source not shown.
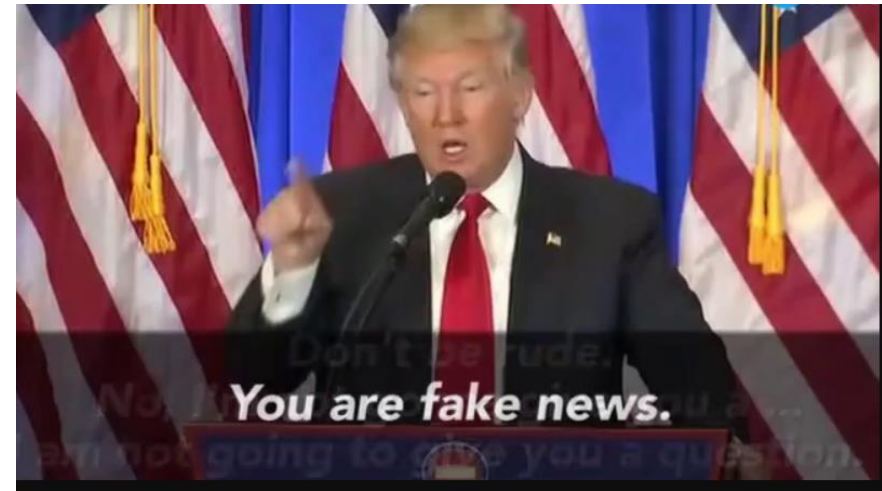Source: Survey of U.S. adults conducted Oct. 29-Nov. 11, 2019.

PEW RESEARCH CENTER

The aftermath of the 2016 Election

•During his presidential campaign and after being elected, Donald Trump used a term 'fake news' to describe not only news that were not true, but also news that were not putting him in a positive light. He used this term towards news channels describing them as 'the enemy of the people'.
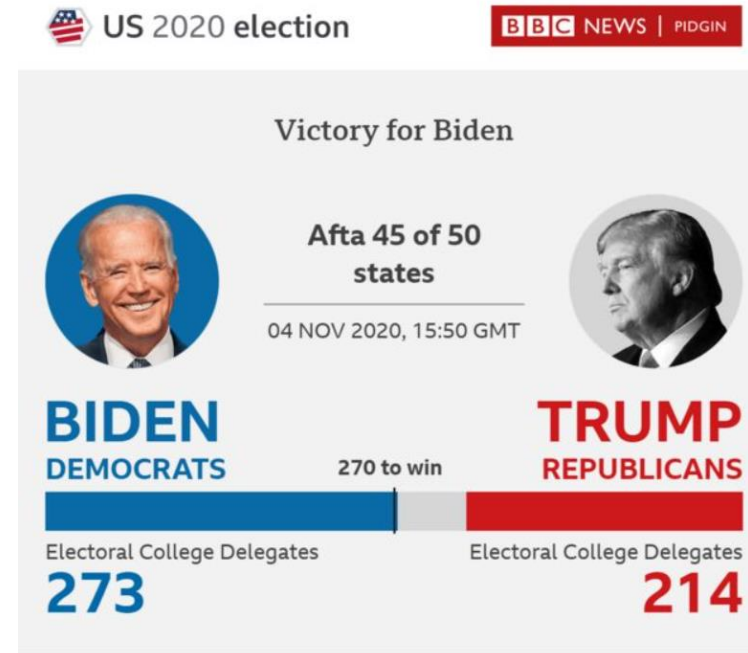
•This led to an all-time low distrust in the media, which is one of the foundations of democracy in the USA.

Social media's influence on the 2020 Presidential Elections

• During the 2020 Presidential Elections there was <u>a lot of commotion in social media regarding both candidates</u>, Donald Trump and Joe Biden. These elections were one of the most important in the 21st century so far because the American society had never been so divided since the Civil War.

• When the elections were slowly turning in favour of Biden, <u>Trump's activity on Twitter</u> started to increase and his posts were even more distressing than before.

US 2020 election — BBC NEWS | PIDGIN

Victory for Biden

Afta 45 of 50 states

04 NOV 2020, 15:50 GMT

BIDEN DEMOCRATS — 270 to win — TRUMP REPUBLICANS

Electoral College Delegates 273

Electoral College Delegates 214

Source: Edison Reuters / BBC
Di race tight for battleground states

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• In his Twitter posts, Trump called for a peaceful protest regarding the election results, but his supporters ignored his request and entered the Capitol building to capture briefcases with ballots.

• Fortunately, the mob did not manage to find any of the briefcases, but they damaged the property of the US government and went against the smooth procedure of vote counting.

• After entering the Capitol, Donald Trump released a video, in which he calls the rioters as 'The enemy of democracy and the United States of America'.

BREAKING NEWS — PRESIDENT TRUMP RELEASES VIDEO IN RESPONSE TO CAPITOL RIOT — CNBC

The media vs the official 2020 Presidential Election Results

- Official results: Biden Wins

- Joseph R. Biden Jr. was elected the 46th president of the United States. Mr. Biden defeated President Trump after winning Pennsylvania, which put his total of Electoral College votes above the 270 he needed to clinch the presidency.

- All the major media, including Fox News, recognised and reported the official results of the democratic vote

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