



The Press Effect: Politicians, Journalists, and the Stories That Shape the Political World

By Professor of Communication and Director Annenberg Public Policy Center Kathleen Hall Jamieson, Media Research Coordinator of the National Annenberg Election Survey Paul Waldman PH.D.

Oxford University Press Inc, United States, 2004. Paperback. Book Condition: New. 196 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.Was the 2000 presidential campaign merely a contest between Pinocchio and Dumbo? And did Dumbo miraculously turn into Abraham Lincoln after the events of September 11? In fact, Kathleen Hall Jamieson and Paul Waldman argue in *The Press Effect*, these stereotypes, while containing some elements of the truth, represent the failure of the press and the citizenry to engage the most important part of our political process in a critical fashion. Jamieson and Waldman analyze both press coverage and public opinion, using the Annenberg 2000 survey, which interviewed more than 100,000 people, to examine one of the most interesting periods of modern presidential history, from the summer of 2000 through the aftermath of September 11th. How does the press fail us during presidential elections? Jamieson and Waldman show that when political campaigns side-step or refuse to engage the facts of the opposing side, the press often fails to step into the void with the information citizens require to make sense of the political give-and-take. They look at the stories through which we understand political events-examining...



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